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51st Annual GRAMMY® Awards Gift Bag Includes Heelskinz™

Presenters and Performers to receive Heelskinz™ High Heel Shoe Protector

DALLAS, Texas, (PRWeb) February 7, 2009 – The Gift Bags for music’s *biggest night*™ will introduce Heelskinz™ High Heel Shoe Protector to A-list celebrities. The Dallas-based company, Heelskinz, LLP announced that several trend-setting celebrities will be able to protect their valuable heels using their new Heelskinz™ High Heel Shoe Protector. The innovative shoe protector is one of the distinctive gifts that will be provided in the Official Presenter and Performer Gift Bags for the 51st Annual GRAMMY® Awards held on February 8, 2009. Each year, high-profile clientele look with much anticipation for fabulous cutting-edge products like the newly developed Heelskinz™.

The inclusion of Heelskinz™ in these personalized gift ensembles allows the innovative shoe accessory to be debuted to an often elusive celebrity market. Some of the celebrity recipients of Heelskinz™ will include: Jennifer Hudson, Carrie Underwood and Katy Perry. The protective shoe accessory provided to these and other Presenters and Performers is destined to protect some of the most expensive and exclusive designer shoes afforded by celebrities, helping to solve a costly problem where the backs and heels of their shoes are damaged as they rub against carpet and floor mats while driving. This same accessory also transitions very well into the shoe accessory market patronized by women of any income range.

The Heelskinz company is elated with this new development, as stated by CEO, Terri Andrews, “I am very proud and excited about Heelskinz™ inclusion in the GRAMMY Gift Bags. This is a wonderful opportunity for celebrities and the world to see Heelskinz™. I am confident that they will view the accessory as a functional, as well as a classy product—a true must-have.”

Heelskinz™ is a removable, durable, stretchable fabric that covers the back of the shoe and heel like a skin. It easily slips on and off women’s pumps and boots that have stiletto or wide heels to protect them from the elements: dirt, salt, and chemicals. One of the most desirable features of the shoe accessory is that it is not only functional, but also fashionable. It is currently offered in four colors and three sizes to fit all. It comes packaged with an elegant pouch so that owners can keep a Heelskinz™ handy in their purse or glove box. For fashion-conscious women, the shoe accessory is attractive enough that owners need not hurry removing it before exiting a vehicle. The shoe protector comes standard with decorative Swarovski crystals around the ankle band, and for an extra fee, a design can be chosen from an assortment and added to the back of the Heelskinz™ for a customized look.

The 51st Annual GRAMMY Awards will be broadcast live Feb. 8 on CBS at 8pm ET/PT

About Heelskinz, LLP

Heelskinz, LLP manages the Heelskinz™ brand. The CEO, Terri Andrews, is developer of the innovative product. She and partner, Michele McGill, are marketing the shoe accessory which is American made (Texas). For more information about Heelskinz, visit: <http://www.heelskinz.com>.

For women who love their shoes, Heelskinz™ is a necessity. Heelskinz™ – *The Driving Glove for Your Shoe!*

The patent for Heelskinz™ is pending.

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