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FOR IMMEDIATE RELEASE

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Vincent “Heartbreak” Tucker becomes newest Brand Influencer/Ambassador for Footaction USA

DALLAS, TEXAS (April 7, 2014) – CWC Entertainment Group L.L.C. is proud to announce that founder Vincent “Heartbreak” Tucker is the newest Brand Influencer/Ambassador for Footaction USA.

Vincent “Heartbreak” Tucker joins 44 tastemakers across the USA that will be looked up to increase and maintain brand awareness of Footaction. The Footaction Brand Influencer program (entertaining its second year) is ran by Cohn & Wolfe, a global communications agency headquartered in New York.

“I’m honored to be chosen as the newest Footaction USA brand influencer. It’s an iconic brand that has been a great source for me when it comes to urban lifestyle and athletic clothing. I’m joining a great team and looking forward to using my influence to show my followers & fans why Footaction is the best place to get the hottest clothing year round,” said Tucker.

Vincent “Heartbreak” Tucker is an entrepreneur, humanitarian and multi-faceted entertainer – promoter, event host, radio and television personality. He has a positive track record in the community as a clean cut, non-controversial role model for the next generation and a growing fan base. Vincent is a natural fit for the brand.

For more information on what Vincent “Heartbreak” Tucker is up to with Footaction, check out @YoungHeartbreak on Twitter and Instagram.



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About Footaction

Footaction is a national athletic footwear and apparel retailer that offers the freshest, best edited selection of athletic lifestyle brands and looks. This banner is uniquely positioned at the intersection of sport and style. The primary customer is a style-obsessed, confident, influential young male who is always dressed to impress. Its 272 stores are located throughout the United States and Puerto Rico and focus on authentic, premium product. The Footaction stores have an average of 2,900 selling square feet.

Find out more about Footaction at <http://www.Footaction.com>.

About Cohn & Wolfe

Cohn & Wolfe, a global communications agency, builds brands and corporate reputations through an uncompromising commitment to creativity. The agency's strategic approach unearths fresh, relevant insights leading to communications solutions that deliver measurable business success. Throughout its 45-year history, Cohn & Wolfe's brand marketing work and world-class digital media campaigns have attracted top brands around the world, winning awards at the Cannes Health Lions, the Global SABREs and the Global PRWeek Awards. Headquartered in New York, Cohn & Wolfe has more than 50 offices across Asia, EMEA, Latin America and North America, and has been named a Best Place to Work by The Holmes Report, PRWeek and PRNews. Cohn & Wolfe is part of WPP (Nasdaq: WPPGY), the world's largest communications services group.

Find out more about us at <http://www.cohnwolfe.com>.

About Vincent "Heartbreak" Tucker:

Vincent "Heartbreak" Tucker (FOX, ABC & CNN) is an entrepreneur, humanitarian and multi-faceted entertainer – promoter, event host, radio and television personality.

Touting a very heartwarming and inspirational real-life story, the "next American Feel Good Story in the making," is a unique role model for at-risk youth everywhere. He survived a deadly house fire that claimed the lives of three (his grandparents & 7-year-old sister), premature deaths of childhood friends, dealing with his parents' drug abuse, surviving their abandoning of him at the age of thirteen and more. Determined not to fall into the traps of his surroundings, Vincent used the dark moments of his life to fuel his rise to the top of the music & entertainment industry.

He is the founder of CWC Entertainment Group L.L.C., Online Editor/Interactive Media Coordinator for DallasBlack.com and member of the board for The North Texas Fresh, a semi-professional men's basketball organization in the Universal Basketball League. Tucker is also the creator and founder of Register to Speak Out!™, a non-partisan voter registration initiative and the co-director of My Brother's Keeper: Feed the Homeless Drive. In January 2014, Vincent became a Brand Influencer for Stock Private Vodka.

Launched in December 2007, Vincent "Heartbreak" Tucker is the Host & Executive Producer of the syndicated broadcast *The Vincent Tucker Radio Show*, which airs LIVE every weekend on fbrn.us – the flagship station of the program. The award-winning & critically-acclaimed broadcast has been endorsed by executives at Clear Channel Satellite and CBS Radio Group and continues to be a hit among the 18 to 34 urban contemporary demographic.

For more information, please visit www.IAmHeartbreak.com or www.VincentTucker.com.

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