
SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report: January 30, 2001

Wolverine World Wide, Inc.
(Exact name of registrant as
specified in its charter)

Michigan
(State or other
jurisdiction of
incorporation)

1-6024
(Commission
File Number)

38-1185150
(IRS Employer
Identification no.)

9341 Courtland Drive
Rockford, Michigan
(Address of principal executive offices)

49351
(Zip Code)

Registrant's telephone number,
including area code: **(616) 866-5500**

Item 7. Financial Statements Pro Forma Financial Information and Exhibits.

(c) Exhibits:

99.1 Wolverine World Wide, Inc. Press Release dated January 30, 2001.

Item 9. Regulation FD Disclosure.

On January 30, 2001, Wolverine World Wide, Inc. issued the press release attached as Exhibit 99.1 to this Form 8-K, which is here incorporated by reference. This Report and the Exhibit are furnished, not filed.

Forward Looking Statement

The conference call may contain forward-looking statements, including those relating to future sales, earnings, margins and benefits from the sourcing and factory realignment. In addition, words such as "estimates," "expects," "intends," "should," "will," variations of such words and similar expressions are intended to identify forward-looking statements. These statements are not guarantees of future performance and involve certain risks, uncertainties and assumptions ("Risk Factors") that are difficult to predict with regard to timing, extent, likelihood and degree of occurrence. Therefore, actual results and outcomes may materially differ from what may be expressed or forecasted in such forward-looking statements. Risk Factors include, among others: changes in consumer preferences or spending patterns; cost and availability of inventories; the impact of competition and pricing; retail buying patterns; consolidation in the retail sector; changes in economic and market conditions; and additional factors discussed in the Company's reports filed with the Securities and Exchange Commission and exhibits thereto. Other Risk Factors exist, and new Risk Factors emerge from time to time that may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, investors should not place undue reliance on forward-looking statements as a prediction of actual results. Furthermore, the Company undertakes no obligation to update, amend or clarify forward-looking statements.

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized .

Dated: January 30, 2001

WOLVERINE WORLD WIDE, INC.
(Registrant)

By: /s/ Blake W. Krueger

Blake W. Krueger
Executive Vice President, General
Counsel and Secretary

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EXHIBIT INDEX

Exhibit Number

Document

99.1

Wolverine World Wide, Inc. Press Release dated January 30, 2001.

**WOLVERINE WORLD WIDE, INC.
ANNOUNCES FOURTH QUARTER / 2000
CONFERENCE CALL FOR FEBRUARY 7, 2001**

Rockford, MI -- January 30, 2001-- Wolverine World Wide, Inc. (NYSE:WWW) expects to release financial results for its fiscal 2000 fourth quarter and year-end on Wednesday, February 7, 2001 before the market opens.

The Company will host a conference call at 1:00 p.m. EST on the same day, February 7, 2001 to discuss the results and current business trends. Participation in the question and answer session of the call will be limited to institutional investors and analysts. Individual investors and retail brokers are invited to listen via a live webcast on the Company's website at www.wolverineworldwide.com.

To listen at the Company's website, click "for investors" in the left navigation bar, then click "conference call" from the top navigation bar of the Investor Services page, and then click on "Wolverine World Wide Conference Call" to listen. To listen to the webcast, your computer must have RealPlayer, which can be downloaded for free at www.wolverineworldwide.com/investor/cc_index.htm.

In addition to Wolverine World Wide's company site, the conference call can be heard at www.streetevents.com. A replay of the call will be available at www.wolverineworldwide.com through February 21, 2001.

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