
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: March 30, 2001

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

Delaware
(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 March 30, 2001.

Item 9. Regulation FD Disclosure.

On March 30, 2001, Wolverine World Wide, Inc. ("Wolverine") issued the press release attached as Exhibit 99.1 to this Form 8-K, which is here incorporated by reference. Wolverine intends to participate in the Banc of America Securities Consumer 2001 Conference on Monday, April 2, 2001, in New York. Timothy J. O'Donovan, President and CEO of Wolverine, is scheduled to speak at approximately 11:15 a.m. (eastern time). As referenced in the attached press release, a live audio webcast of the presentation will be available by accessing http://www.wolverineworldwide.com/investor/overview_index.htm. This Report and the Exhibit are furnished, not filed.

Forward Looking Statements

Wolverine's discussion at the conference 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.

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: March 30, 2001

WOLVERINE WORLD WIDE, INC.
(Registrant)

By: /s/ James D. Zwiers

James D. Zwiers
Associate General Counsel and
Assistant Secretary

EXHIBIT INDEX

Exhibit Number

Document

99.1

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



WOLVERINE WORLD WIDE, INC.
9341 Courtland Drive, Rockford, MI 49351
Phone (616) 866-5500; FAX (616) 866-0257

FOR IMMEDIATE RELEASE
CONTACT: Stephen L. Gulis Jr.
616/866-5570

**WOLVERINE WORLD WIDE, INC. CEO
TO ADDRESS BANC OF AMERICA CONFERENCE**

Rockford, MI, March 30, 2001 -- Wolverine World Wide, Inc. (NYSE: WWW) President and CEO Timothy J. O'Donovan will present a company overview to investors and respond to questions at the Banc of America Securities Consumer 2001 Conference on Monday, April 02, 2001, in New York. Mr. O'Donovan is scheduled to speak at 11:15 am. Eastern Daylight Time.

A live audio webcast of the presentation is available by accessing http://www.wolverineworldwide.com/investor/overview_index.htm. A replay of the webcast will be available at the same link through April 09, 2001.

Wolverine World Wide, Inc. manufactures and markets a wide variety of branded footwear and performance leathers. Major branded products of the Company include: Bates[®] Uniform Footwear; Caterpillar[®] Footwear; Coleman[®] Footgear; Harley-Davidson[®] Footwear; Hush Puppies[®] shoes, slippers, and accessories; Hush Puppies College Clogs, Joe Boxer[®] slippers and Turtle Fur[®] slippers; HYTEST[®] safety footwear; Merrell[®] performance outdoor footwear; Stanley[®] footgear; Wolverine[®] work, sport and rugged outdoor footwear, apparel and accessories; and Wolverine[®] All Season Weather Leathers[™]. The Company's premier comfort technologies include: Air Paradise[™], Bounce[®], Comfort Curve[®], Hidden Tracks[™], Wolverine DuraShocks[®] and DuraShocks Motion Control[™], Wolverine Fusion[™] and Zero-G[™].

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Look for us on the web at www.wolverineworldwide.com