

---

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: April 6, 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 April 6, 2001.

Item 9. Regulation FD Disclosure.

On April 6, 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 STATEMENTS**

The conference call and materials referenced in the Exhibit may contain forward-looking statements, including those relating to future sales, earnings and margins. 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 and raw materials; 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: April 6, 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 April 6, 2001.

EXHIBIT 99.1

**WOLVERINE WORLD WIDE, INC.  
ANNOUNCES FIRST QUARTER 2001  
CONFERENCE CALL FOR APRIL 17, 2001**

**Rockford, MI-- April 06, 2001--** Wolverine World Wide, Inc. (NYSE:WWW) expects to release financial results for its fiscal 2001 first quarter on Tuesday, April 17, 2001 before the market opens.

The Company will host a conference call at 10:00 a.m. EDT on the same day, April 17, 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](http://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](http://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](http://www.streetevents.com). A replay of the call will be available at [www.wolverineworldwide.com](http://www.wolverineworldwide.com) through April 30, 2001.

###