

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

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

Date of Report: August 03, 2011
(Date of earliest event reported)

Zumiez Inc.
(Exact name of registrant as specified in its charter)

WA
(State or other jurisdiction
of incorporation)

000-51300
(Commission File
Number)

91-1040022
(IRS Employer
Identification Number)

**6300 Merrill Creek Parkway, Suite B, Everett,
Washington**
(Address of principal executive offices)

98203
(Zip Code)

4255511500
(Registrant's telephone number, including area code)

Not Applicable
(Former Name or Former Address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

Item 7.01. Regulation FD Disclosure

On August 3, 2011, Zumiez Inc. issued a press release (the "Press Release"), a copy of which is attached hereto as Exhibit 99.1 and the contents of which are incorporated herein by this reference.

In accordance with General Instruction B.2. of Form 8-K, the information contained in the Press Release shall not be deemed "Filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such a filing. This report will not be deemed a determination or an admission as to the materiality of any information in the report that is required to be disclosed solely by Regulation FD.

Item 9.01. Financial Statements and Exhibits

(a) Financial statements:

None

(b) Pro forma financial information:

None

(c) Shell company transactions:

None

(d) Exhibits

99.1 [Press Release of Zumiez Inc. dated August 03, 2011](#)

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 hereunto duly authorized.

Dated: August 03, 2011

ZUMIEZ INC.

By: /s/ Richard M. Brooks

Richard M. Brooks
Chief Executive Officer

Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release of Zumiez Inc. dated August 03, 2011

Zumiez Inc. Reports July 2011 Sales Results

Net Sales Increased 12.3% to \$38.7 Million; July 2011 Comparable Store Sales Increased 4.9%; Company Announces Second Quarter Earnings Report Date

EVERETT, WA – (Marketwire - August 03, 2011) - Zumiez Inc. (NASDAQ: ZUMZ) a leading specialty retailer of action sports related apparel, footwear, equipment and accessories, today announced that total net sales for the four-week period ended July 30, 2011 increased 12.3% to \$38.7 million, compared to \$34.4 million for the four-week period ended July 31, 2010. The Company's comparable store sales increased 4.9% for the four-week period, on top of a comparable store sales increase of 9.4% in the year ago period. To hear the Zumiez prerecorded July sales message, please dial (585) 295-6795 or (866) 862-7693 (no passcode is required).

The Company also announced that its conference call to discuss second quarter fiscal 2011 financial results will be broadcast live over the Internet on Wednesday, August 31, 2011 at 5:00 p.m. Eastern Time and may be accessed at <http://ir.zumiez.com>. Due the importance of the back to school selling period, the Company made the decision to report second quarter fiscal 2011 results and provide third quarter fiscal 2011 guidance in conjunction with August sales results. To listen to the webcast, please go to the website at least 15 minutes prior to the start time to register and download any necessary software.

About Zumiez Inc.

Zumiez is a leading specialty retailer of action sports related apparel, footwear, equipment and accessories. Our stores cater to young men and women between ages 12-24, focusing on skateboarding, surfing, snowboarding, motocross and BMX. As of July 30, 2011 we operated 420 stores in the United States and 4 stores in Canada, which are primarily located in shopping malls, and our web site address is www.zumiez.com.

Company Contact:

Brian Leith
Director of Finance &
Investor Relations
Zumiez Inc.
(425) 551-1500, ext. 1610

Investor Contact:

ICR
Brendon Frey
(203) 682-8200