

WORLD WRESTLING ENTERTAINMENT INC

FORM 8-K (Unscheduled Material Events)

Filed 11/1/2002 For Period Ending 10/31/2002

Address	1241 E MAIN ST STAMFORD, Connecticut 06902
Telephone	203-352-8600
CIK	0001091907
Industry	Recreational Activities
Sector	Services
Fiscal Year	04/30

**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 (Date of earliest event reported): October 31, 2002

World Wrestling Entertainment, Inc.

(Exact name of registrant as specified in its charter)

Delaware	000-27639	04-2693383
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State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

1241 East Main Street, Stamford, CT	06902
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(Address of principal executive offices)	(Zip code)

Registrant's telephone number, including area code: (203) 352-8600

Item 5. Other Events.

On October 31, 2002, World Wrestling Entertainment, Inc. issued the press release filed as an exhibit to this Form 8-K.

Item 7. Financial Statements and Exhibits.

(c) Exhibits

99.1

Press Release dated October 31, 2002

Page 2 of 4 pages.
Exhibit Index on page 4.

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.

WORLD WRESTLING ENTERTAINMENT, INC.

By: /s/ Edward L. Kaufman

*Edward L. Kaufman
Senior Vice President, General Counsel
And Secretary*

Dated: October 31, 2002

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EXHIBIT INDEX

99.1

Press Release dated October 31, 2002

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FOR IMMEDIATE RELEASE

**WORLD WRESTLING ENTERTAINMENT, INC.,
ANNOUNCES EXECUTIVE CHANGES**

STAMFORD, CONN., OCTOBER 31, 2002 - Effective today, Augie Liguori, Chief Financial Officer, and Julie Hoffman, Chief Marketing Officer, will be leaving World Wrestling Entertainment, Inc.

"As our organization continues to evolve, we seek to bring in new leadership in both the financial and marketing areas," said Linda McMahon, WWE's CEO. "Our focus for the future will continue to be on strengthening our core product, and we believe that new executive talent will further this key corporate objective."

While WWE conducts executive searches to fill these positions, Frank Serpe, Chief Accounting Officer, will serve as acting CFO, and Basil DeVito, a long-time company associate, will direct the marketing initiatives.

WORLD WRESTLING ENTERTAINMENT, INC. (NYSE: WWE) is an integrated media and entertainment company headquartered in Stamford, Conn., with offices in New York, Los Angeles, Toronto and London, and The World(R), an entertainment complex in Times Square, New York City. Additional information on the company can be found at WWE.COM and CORPORATE.WWE.COM.

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MEDIA CONTACT: Gary Davis, Vice President, Corporate Communications, 203-353-5066

INVESTOR CONTACT: Tom Gibbons, Vice President, Investor Relations - 203-328-2576

FORWARD-LOOKING STATEMENTS: This news release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, food and beverage, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated.

End of Filing

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