

FOR IMMEDIATE RELEASE

**NEW ORLEANS TRACK CLUB ANNOUNCES SHOE DRIVE TO BENEFIT
SOLES4SOULS® INC, THE SHOE CHARITY,
For the month of April**

NOLA residents are invited to recycle their “gently worn” shoes for people in need

Nashville, TN – DATE – Every 9 seconds, Soles4Souls, Inc. gives away another pair of shoes to someone in need. The shoe charity has earned glowing endorsements from Hollywood stars and professional athletes, but the people that truly make the non-profit organization effective are those who clean out their closets to personally drop off their “gently worn” shoes at a participating event, such as the upcoming Crescent City Classic 10k Health & Fitness Expo on Thursday & Friday, April 1st & 2nd, the United Way Mississippi Bridge Run/Walk on April 10th, the Ochsner Ironman 70.3 Health & Fitness Expo on Friday & Saturday, April 16th & 17th and the Bubba Gump Shrimp Company “Run Forrest Run” for Children’s Hospital on April 25th.

For a limited time, Soles4Souls and New Orleans Track Club will be collecting your gently worn footwear and/or donations to ship the shoes to a person in need, whether they are victims of a natural disaster or subject to living in extreme poverty. ***It is estimated that Americans have 1.5 billion pairs of unused shoes lying in their closets.*** The charity can use each and every one of these pairs to make a tangible difference in someone's life.

“We can use the shoes taking up space in your closet to change the world one pair at a time,” said Wayne Elsey, Founder and CEO of Soles4Souls. “We need our partners in the New Orleans metropolitan area to 'STEP UP' and get behind our call for action. It’s one of the most simple yet profound gifts you can make, because it will greatly improve someone’s life in the most difficult of times,” he said.

ABOUT THE LOCATIONS AND DATES:

www.CCC10k.com

www.runnotc.org

www.ironmanneworleans.com

People and companies interested in donating can visit the organization’s website at www.giveshoes.org, and follow the instructions.

About Soles4Souls®

Soles4Souls is a Nashville-based charity that collects shoes from warehouses of footwear companies and the closets of people like you. We distribute these shoes, free of charge, to people in need around the world. Since 2005, Soles4Souls has given away over 7 million pairs of new and gently worn shoes (currently distributing one pair every 9 seconds). The shoes have been distributed in 125 countries, including Haiti, Kenya, Nepal and the United States. Soles4Souls is a 501(c)(3) recognized by the IRS and donating parties are eligible for tax advantages.

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