



MEDIA ADVISORY

FOR IMMEDIATE RELEASE:
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Contact: Suzanna Choi
(949) 254-8080
suzanna@tashirochoi.com

**FREE SHOES FOR THOUSANDS OF UNDERPRIVILEGED KIDS ON SKID ROW
THANKS TO UNIQUE PARTNERSHIP BETWEEN FRED JORDAN MISSIONS & FOOT LOCKER**

***Nation's Largest 23rd Annual Back-to-School New Clothing Giveaway.
Thousands of Impoverished Kids to Receive Brand New Shoes, Clothing, and School Supplies***

WHAT: Thousands of underprivileged children on Skid Row will be given free brand new shoes, clothes, school supplies, and food to help them get a great start to the school year, thanks to Fred Jordan Missions, Foot Locker, and other generous contributors. In the past 23 years, over 30 million dollars have been donated to underprivileged children and more than 105,000 children have gone back to school in style. The goal is to equip thousands of less fortunate kids for academic success by sending them back to school with dignity, necessary supplies, and of course, greater self-esteem.

Recent census results show that nearly one in 7 Americans live in poverty. As a result, thousands of children go to school in second-hand clothing, since more than 70% of the Los Angeles Unified School District (LAUSD) students come from families living in poverty. For families forced to choose between paying the rent or buying food in this tough economy, this event is the only way their children will have new shoes, clothes and school supplies to help start school off right.

Come see the miracle on Skid Row where little boys' and girls' eyes will light up with joy when they are specially-fitted and given free brand new athletic shoes by Foot Locker. In the past, lines of children and families have stretched out for miles waiting for their free shoes, clothes, and backpacks.

Over 60 Foot Locker associates will be on-hand to ensure that each child is custom-fit with the perfect shoes. In addition, the streets of Skid Row will be transformed into a giant hair salon, providing free haircuts for the children, donated by Paul Mitchell The School volunteers.

Come witness first-hand a happy, positive life changing story whereby everyday Americans take back their streets and help children in need. Skid Row is still in the grip of an ugly recession whose innocent victims are almost invisible – the tiniest victims of poverty – the children. Hungry families and children coming to the Mission for food and other assistance continue to increase - - at the same time, Mission donations are down nearly forty percent.

WHEN: THURSDAY, OCTOBER 6, 2011

- Children and families start lining up and receiving bands at 5:00am
- Back-To-School Giveaway begins at 9:00am.

P.O. BOX 12345, COVINA | CA 91722

626 915.1981 P 332.8759 F | fjmoffice@fjm.org
www.fjm.org



Come see **thousands of pairs of new shoes, socks, new clothes and school supplies – all donated by charitable corporations and individuals and distributed by volunteers.** This event shows our community at its best - - working together to improve the lives of impoverished children and families.

WHERE: FRED JORDAN MISSION, 445 Towne Avenue, Skid Row, Los Angeles (corner of Towne and East 5th Street)

WHO: The **Fred Jordan Mission**, open 365 days a year since 1944, feeds 1,000 people a day and provides nutritious meals for hungry families, builds schools and hospitals, and distributes food and clothing to people living on the street. The Mission is a non-profit, faith-based, educational and relief organization emphasizing education, job training, and self-reliance.

Foot Locker, Inc. is a specialty athletic retailer that operates more than 3,400 stores in 22 countries in North America, Europe, Australia and New Zealand. Through its Foot Locker, Lady Foot Locker, Kids Foot Locker, Footaction, Champs Sports and CCS stores, as well as its direct-to-customers channel Footlocker.com/Eastbay/CCS, the Company is the leading provider of athletic footwear and apparel.

Other sponsors include: In-N-Out Burger; Avery Dennison; Edgewood Press; Barbara Walden; Shelter Partnership; Phillips, Lerner, Lauzon & Jamara, LLP; Unilever; Knit Works; Vera R. Campbell; Mark Chow A Foundation for Kids and Reo Backpacks.

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