



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

*** * * MEDIA ALERT/PHOTO OPPORTUNITY * * ***

**THE YMCA PROVIDES FREE SHOES TO 100 KIDS IN NEED THROUGH THE
PAYLESS GIVES™ SHOES 4 KIDS HOLIDAY GIVING PROGRAM**

Event takes place on December 18 at Payless Shoes in Pearl Highlands Shopping Center.

WHAT: Just in time for the holiday season, Payless ShoeSource is launching its massive holiday children's shoe-giving program, *Payless Gives™ Shoes 4 Kids*, and has announced its selected 2010 charity partners, including the YMCA of Honolulu. The program is a national, grass roots effort to give \$1.2 million of free shoes to children of families in need this holiday season.

WHO: A group of 100 children served by the YMCA of Honolulu, one of Hawaii's leading nonprofits committed to nurturing the potential of youth, promoting healthy living and fostering a sense of social responsibility, will redeem their *Payless Gives Shoes 4 Kids* gift coupons and select their own free new pair of shoes.

WHERE: Payless ShoeSource
Pearl Highlands Shopping Center, 1000 Kamehameha Hwy, Pearl City

WHEN: Saturday, December 18, 2010 at 9:00 AM

PROGRAM

BACKGROUND: Payless first launched the *Payless Gives Shoes 4 Kids* program domestically in 2008 through a unique grass roots approach by partnering with localized nonprofit partners throughout America to join in the giving campaign to give away \$1 million of free new shoes. In 2009, Payless extended the program beyond the U.S. to reach families in Canada, Puerto Rico and 10 Latin American countries, delivering more than \$1.2 million of free shoes.

CONTACT: Susan Nakamura, Director of Marketing & Communications
YMCA of Honolulu
Email: snakamura@ymcahonolulu.org
Office: (808) 541-5467
Cell: (808) 384-3602

###