



FOR IMMEDIATE RELEASE

Contact: Paul Stadden

850-982-3370

pstadden@waterfrontmission.org

A Sole Mission: Shoes For The Needy

Imagine the last time you had to walk anywhere without shoes. It's fine if you're walking across the living room, a freshly cut lawn, or the beach. But when you have to trudge down a street, through the woods, or in the rain? It's miserable. But that's the reality that many of the homeless in your community face. And that's where the community can help.

From June 15th through July 16th, we're on a Sole Mission! Can you spare a pair? Your new or gently used shoes can literally change a life. There are hundreds of homeless in Mobile and Baldwin Counties. A pair of shoes can mean the ability to get to a job interview, boost self-esteem, and protect from the elements. And any shoes that can't get given away will be sold in the Waterfront Thrift Stores, which accounts for 35% of the Mission budget to help the needy.

All 7 Waterfront Thrift Stores in Florida and Alabama will have bins for donations, as well as our partners, Trustmark and Alabama Power. They're easy to spot, I've included the poster for you so you can see what it looks like. We are also asking the community that when they donate shoes, to take a picture of the donation and post to social media with the hashtag, #asolemission. Anyone interested in getting a bin and poster in their business, church, or club can send an email to info@waterfrontmission.org.

We need men's and women's shoes. Any shoes that aren't able to be given directly to the needy will go to be sold in our Thrift Stores. The profits from these shoes will still be going to help aid in rescue and recovery as the Thrift Stores account for 35% of the Mission's budget.

Thanks again for all you do to keep the area informed! If you have any questions, please contact me via email or phone.

Paul Stadden
Public Relations Associate
Waterfront Rescue Mission
380 W. Herman St.
Pensacola, FL 32505
850.542.4498 Desk
850.982.3370 Cell
www.waterfrontmission.org

WATERFRONT MISSION

AND OUR PARTNERS



Alabama Power



Trustmark

ARE ON

A SOLE MISSION

CAN YOU

SPARE A PAIR?

DONATE YOUR
GENTLY USED
AND NEW
SHOES

#ASoleMission

NOW
THROUGH
JULY 16TH

