

Sample News Release

A great way to promote your shoe drive is by notifying local newspapers and stations. The text below can be copied onto letterhead or into an email and sent on to the news providers.

(INSERT NAME) Hosts Shoe Drive For Soles4Souls

(INSERT NAME) has partnered with Village Northwest Unlimited to host a shoe drive for Soles4Souls and invites you to participate. Participating in this shoe drive means more than just a new pair of shoes to someone in need. You are also providing work opportunities for people with disabilities at Village Northwest Unlimited in Sheldon, IA. Soles4Souls (S4S) is a nonprofit organization who facilitates the donations of new and used shoes, which are used to aid the hurting worldwide.

Village Northwest Unlimited (VNU) is nationally recognized as one of the premier providers of services to people with intellectual and developmental disabilities, autism and traumatic brain injuries. They work to build successful lives for 180 individuals by providing opportunities and choices in residential, vocational and social programs while fulfilling their mission of providing Purpose, Privacy and Dignity for all people.

VNU partnered with S4S in 2009 and opened a shoe processing center. After a shoe drive is conducted or when a business or individual decides to donate shoes, the shoes are sent to VNU where residents sort them into specific categories and prepare them to be shipped to S4S main outreach distribution center. S4S then facilitates the delivery of the shoes to people in need or to qualified micro-entrepreneurs in developing areas. This partnership allows people served by VNU with work opportunities and the ability to give back to society by providing shoes for those less fortunate around the world.

You can donate shoes by dropping them off at (INSERT LOCATION & ADDRESS). Shoes will be collected (INSERT SHOE DRIVE DATES) before being brought to the processing center at VNU. If you would like to receive a tax receipt for your donation, simply include your name and address with your donated shoes and S4S will mail you a receipt. If you would like more information about this shoe drive please contact (INSERT NAME) at (INSERT CONTACT INFORMATION). On behalf of Village Northwest Unlimited, Soles4Souls and (INSERT NAME), thank you for participating.

Tips for success:

- To make your press release stand out, include the photos available at soles4souls.org/resources/*
- Make sure you send out your release shortly before your shoe drive begins, so people have time to participate.*

