



PRESS RELEASE:

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Live Green Expo Launches “Shoes for Haiti” via Social Media; Worldwide Shoe Collections Erupt

The **Live Green Expo** initiated a recycling collection for new and gently worn shoes for the people of Haiti using social media such as Facebook and Twitter. The “Shoes for Haiti” shoe collection created a flash mob on Facebook to catch the attention of potential donors and began its goal of healing with a sole. The largest one-day collection event will be at the **Live Green Expo**, 9 a.m. to 7 p.m. on Saturday, Apr. 17 at Plano Centre located at 2000 E. Spring Creek Parkway at Jupiter Road.

Over 500 volunteers changed their Facebook status to the color and type of shoe they were wearing. The goal was to encourage donors to attend the **Live Green Expo** and either bring their donations or pledge online. Participants from Italy, Japan and the United States joined in making the flash mob a huge success. “I’m glad it worked out – it was fun!” said Maryam Brown, a Chicago resident.

“Shoes for Haiti” measured their impact through over 40,000 impressions made within the first 24 hours of the successful launch. “While the flash mob is over, the promotion of ‘Shoes for Haiti’ isn’t,” said Ki-Afi Ra Moyo, Live Green Expo event manager. “We’re excited about the upcoming ‘Shoes for Haiti’ parties and green carpet events celebrating those who have taken their first green action. We’re going to party with a purpose!”

Inspired by the City of Plano’s initiative, a Dallas-based launch party will kick off at Noon on Saturday, April 3 at the Southwest Center Mall (formerly Red Bird Mall, enter through Macy’s/Sears) located at 3662 W. Camp Wisdom Rd., Dallas, TX 75237 with a press conference including Dallas City Councilman, Tennell Atkins (District 8). He will issue a challenge to residents of the Dallas Metroplex to join in the fun and donate to “Shoes for Haiti”. The first “Shoes for Haiti” party is scheduled for 8 p.m. to Midnight on Saturday, Apr. 3 at the South Side on Lamar located at 1409 S. Lamar, Dallas, TX 75215.

With 300 million pairs of shoes deposited in America’s landfills each year, the “Shoes for Haiti” campaign brings awareness to the concept “Recycle, Re-Use and Repurpose,” which benefits the people of Haiti and the environment. The “Shoes for Haiti” campaign is sponsored by the **Live Green Expo**, a free event attended by more than 15,000 North Texans annually. For more information on “Shoes for Haiti,” visit www.livegreenexpo.info.

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