



## **PRESS RELEASE:**

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## **Next Step in “Shoes for Haiti” Initiative: Faith-based Collections**

“**Shoes for Haiti – Healing with a Sole,**” sponsored by the City of Plano, gears up for the next phase in its shoe collection campaign by targeting faith-based organizations. On two consecutive Sundays, Apr. 18 and 25, churches can participate in collection events at various locations in Plano and Dallas.

For more information about faith-based or community organization involvement, contact Equal Justice at (972) 816-9489. Equal Justice, a community mobilization unit located in Dallas, is partnering with the **Shoes for Haiti** campaign to organize faith-based collections. They coordinate communication between **Shoes for Haiti**, The Shoe Bank in Rockwall, along with churches, temples and community organizations participating with shoe collection events and shoe donations.

The **Shoes for Haiti – Healing with a Sole** initiative began with a social media marketing event on Facebook and Twitter, organized in conjunction with the **Live Green Expo**. A “flash mob,” which launched in mid-March, resulted in an overwhelming worldwide response and over 40,000 Web-based impressions within the first 24 hours. Within several weeks, over 6,000 shoes were collected by The Shoe Bank from points as far away as Italy and Japan.

“The social media aspect of this campaign started with a flash mob on Facebook, and expanded to include Twitter, YouTube and live parties,” said Erin Anthony, social media marketing consultant, **Shoes for Haiti**. “Our goal is to create opportunities for people to have fun, get involved, and party with the purpose of donating shoes for Haiti!”

After a successful social media launch, **Shoes for Haiti** rolled out the green carpet for an exclusive press conference and kick-off party, which generated 120 shoes for the campaign. “The Shoes for Haiti green carpet experience was a live party that also incorporated social media,” said Ki-Afi Moyo, event manager, Live Green Expo. “We had everyone take pictures of their shoes and upload them to Facebook! This continued to build awareness for our cause and will show the growing support for Haiti across our community.”

The **Live Green Expo** is the largest one-day collection event in North Texas. The Expo will be held from 9 a.m. to 7 p.m. tomorrow at Plano Centre located at 2000 E. Spring Creek Pkwy. in Plano. Free parking is available at Collin College on the corner of Spring Creek Parkway and Jupiter Road. Shuttles run every 15 minutes from the parking areas to Plano Centre. Collection boxes are located at the shuttle stops. For more information about the **Live Green Expo** and a link to the **Shoes for Haiti – Healing with a Sole** Web site, visit [livegreenexpo.net](http://livegreenexpo.net).

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