

*****MEDIA ALERT***MEDIA ALERT*****

Local Non-Profit, Aurora Mental Health Center, is Named in the *Payless Gives™ Shoes 4 Kids* program.

Kids Will Shop for Free New Shoes at a Local Payless ShoeSource.

WHAT:

Just in time for the new year Payless ShoeSource is launching an international children’s shoe-giving program, *Payless Gives™ Shoes 4 Kids*, and has announced its selected charity partners including Aurora Mental Health Center’s. The program – implemented in all 50 states, Canada, Puerto Rico and 11 Latin American countries – will give \$1.5 million of free shoes to children of families in need this holiday season.

A group of children served by Aurora Mental Health Center will participate in a shoe-shopping trip at the Payless ShoeSource store here in Aurora. The children will enjoy shopping for and selecting their own pair of free new shoes.

WHO:

Kids and their families served by Aurora Mental Health Center, a non-profit community mental health organization with a commitment to creating healthy and secure communities by providing the least restrictive services that ensure quality, appropriate, and efficient care, will participate in the *Payless Gives™ Shoes 4 Kids* program at the Payless ShoeSource listed below.

WHERE:

Payless ShoeSource
Aurora Plaza
673 Peoria Street
Aurora, CO 80011

WHEN:

Thursday, February 20, at 12:30 pm

PROGRAM

BACKGROUND:

In 2008, Payless ShoeSource launched the *Payless Gives™ Shoes 4 Kids* program in the United States, giving away \$1 million worth of free shoes. In 2009, Payless extended the program beyond the U.S. to reach families in need in Canada, Puerto Rico and 11 Latin

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American countries. Now in its fifth year, the program is going strong. Payless ShoeSource continues to partner with local nonprofits to help them identify the best places to give away more than \$1.5 million worth of free children’s shoes.

Any press inquiries please contact Cindy Bohl at 303 617 2300 or cindybohl@aumhc.org

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