FOR IMMEDIATE RELEASE

**(YOUR ORGANIZATION'S NAME) Launches Shoe Drive Fundraiser**

**to Raise Money for (YOUR REASON)**

**(City, State Abbr., Year)** – (YOUR ORGANIZATION’S NAME AND URL) is conducting a shoe drive fundraiser on (INSERT DATES OF SHOE DRIVE) to raise funds for (INSERT CAUSE). (YOUR ORGANIZATION) will earn funds based on the total weight of the pairs of gently worn, used and new shoes collected, as Funds2Orgs will issue a check for the collected shoes. Those dollars will benefit (YOUR CAUSE). Anyone can help by donating gently worn, used and new shoes at (PRIMARY COLLECTION POINT).

All donated shoes will then be redistributed throughout the Funds2Orgs network of micro-enterprise (small business) partners. Funds2Orgs works with micro-entrepreneurs in helping them create, maintain and grow small businesses in developing countries where economic opportunity and jobs are limited. Proceeds from the sales of the shoes collected in shoe drive fundraisers are used to feed, clothe and house their families. One budding entrepreneur in Haiti even earned enough to send to her son to law school.

"We are excited about our shoe drive," said (ORGANIZATION SPOKESPERSON, TITLE). "We know that most people have extra shoes in their closets they would like to donate to us. By doing so, we raise money for (INSERT CAUSE), and we have the chance to help families in developing nations who need economic opportunities. It's a win-win for everyone.”

By donating gently worn, used and new shoes to the (NAME OF SHOE DRIVE/CHARITY), the shoes will be given a second chance and make a difference in people’s lives around the world.

**About (YOUR ORGANIZATION)**

(INSERT A FEW SENTENCES ABOUT YOUR ORGANIZATION)

**Contact**

NAME, TITLE

ORGANIZATION NAME

Office: TELEPHONE NUMBER

Email: EMAIL

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