



**Shoes and Clothes for Kids**

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**-FOR IMMEDIATE RELEASE-**

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**The Cleveland Browns To Provide Children With  
New Shoes, Clothes and School Supplies**

*“Back to School Campaign” and “Stuff the Bus” event to Benefit Shoes and Clothes for Kids;  
Event Kicks Off at Cleveland Browns Training Camp on July 30*

(CLEVELAND), July 28, 2008 – On **Wednesday, July 30**, the Cleveland Browns and Shoes and Clothes for Kids, a local non-profit organization that provides new shoes and clothes to thousands of children in need free of charge, will launch of the 2008 Cleveland Browns “Back To School Campaign” to benefit Shoes and Clothes for Kids at the Cleveland Browns Training Facility in Berea, OH.

Browns Head Coach Romeo Crennel is scheduled to speak about the importance of the program, followed by a backpack and school supply giveaway to 100 children in need and a special “Stuff the Bus” event.

Each fall, Shoes and Clothes for Kids receives hundred of calls from parents in need of assistance. The “Back to School Campaign” will bring awareness to the need for new shoes and clothes for kids all over Greater Cleveland, with the ultimate goal of increasing donations so that more children can be helped when they return to school in the fall.

To kick off this year’s campaign, 100 children in need from the various Shoes and Clothes for Kids Distribution Partner Sites will have the opportunity to view the morning session of training camp. The children will then participate in a press conference involving Browns **Head Coach Romeo Crennel**.

In addition, Browns Linebacker **Shaun Smith** has taken a special interest in helping children go back to school with what they need this fall and will help with the backpack giveaway. Each child will receive a backpack full of new school supplies along with a shoe gift card to purchase athletic shoes as part of the Browns’ focus to keep children active and healthy.

According to Renee Harvey, Browns Director of Community Relations, “The Cleveland Browns recognize the need for kids in our community to have the necessities for school and we are honored to host this kick off event at training camp.”

Other notable speakers include **Dr. Eugene T.W. Sanders**, CEO of the Cleveland Metropolitan School District and **Rocky Richardson**, Shoes and Clothes for Kids Board Chair.

Community members are also encouraged help Shoes and Clothes for Kids "Stuff the Bus" with new school supplies, clothing, shoes, and monetary donations to help Greater Cleveland's children in need prepare for the school year through the 3<sup>rd</sup> Annual "Stuff the Bus for Cleveland's Kids" donation drive, sponsored by Dominion and hosted by The Cleveland Browns.

A Cuyahoga County Board of MR/DD school bus will be parked at the Main Entrance of Cleveland Browns Training Camp to accept donations from **7:45 a.m. through 6 p.m.**

Suggested items to donate include polo shirts, pants, jeans, socks, shoes, belts, underwear, backpacks, and school supply items (paper, notebooks, pens/pencils, rulers, binders, glue, calculators, crayons/markers, hand sanitizer and tissues). Monetary donations to Shoes and Clothes for Kids are also welcome.

According to Shoes and Clothes for Kids executive director, Valerie McCormack, the organization "requests donations of new items only, which is a critical part of Shoes and Clothes for Kids' mission to positively impact the lives of area children by giving them the self-esteem and confidence that comes from having brand new shoes, clothing, back packs and other essential school supplies."

Items collected during the "Stuff the Bus" campaign are distributed to children in need through the Shoes and Clothes for Kids distribution network of 40 partner agencies to ensure that every child returns to school with what they need to succeed. Monetary donations will be used to purchase shoes, clothing, and school supplies, at pennies on the dollar, to enhance our back-to school efforts.

Individuals interested in supporting the 2008 Cleveland Browns "Back to School Campaign" to benefit Shoes and Clothes for Kids or the "Stuff the Bus" drive are encouraged to visit [www.sc4k.org](http://www.sc4k.org) or call 216.881.7463.

#### **ABOUT SHOES AND CLOTHES FOR KIDS**

Shoes and Clothes for Kids is the only non-profit organization in Greater Cleveland providing new shoes and clothes at no charge throughout the year to thousands of children in need. Through a network of 40 distribution partners, Shoes and Clothes for Kids positively impacts the lives of area children by giving them the self-esteem and confidence that comes from having brand new shoes and clothes.

Founded in 1969, Shoes and Clothes for Kids will distribute new clothing and Payless shoe gift cards with a retail value of \$2,183,000 to 25,000 children from income-eligible families throughout Greater Cleveland in 2008. Of every dollar donated to Shoes and Clothes for Kids, \$0.93 goes directly to the programs and services that benefit the children served. Shoes and Clothes for Kids achieved the coveted 4-star rating from Charity Navigator for two consecutive years.