



#### **Shoes and Clothes for Kids**

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### **-FOR IMMEDIATE RELEASE-**

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**09/09/09 is Shoes and Clothes for Kids Day at Progressive Field;**  
**Greater Clevelanders Stuff the Bus at Gateway Plaza**  
**To Provide Children With New Shoes, Clothes and School Supplies**  
*"Fill the House" and "Stuff the Bus" events Benefit Shoes and Clothes for Kids*

(CLEVELAND), September 9, 2009 – Today, Shoes and Clothes for Kids (SC4K), a local non-profit organization that provides new shoes and clothes to thousands of children in need free of charge, is the beneficiary of two exciting initiatives that have engaged Greater Clevelanders, **Fill the House** at Progressive Field and **Stuff the Bus** at nearby Gateway Plaza.

SC4K is proud to be one of 13 charities selected to take part in the Cleveland Indians' **Fill the House for Charity** Competition. SC4K supporters are filling Progressive Field today as the Indians take on the Texas Rangers at 12:05 p.m. Through the generosity of the Cleveland Indians, SC4K will receive \$5.00 for every game ticket purchased through this program and an additional \$1.00 for every ticket sold to today's game.

Discounted Upper Box Seat tickets to the game were sold at the Indians' Fill the House web site at <http://www.indians.com/fillthehouse> and the event was heavily promoted on the site as well.

A generous sponsorship from Fifth Third Bank allowed SC4K to purchase 750 tickets which for high-achieving school children from the Cleveland Metropolitan School District to experience the game.

According to Executive Director, Valerie McCormack "SC4K is honored to be selected as a Fill the House Charity. The funds raised through this exciting program will help thousands of children gain the self-esteem and confidence that comes from having something new to wear."

Today, SC4K will have a definite presence at the ball park beyond the 700 Cleveland youths attending the game. Select members of the Cleveland School's All City Choir performed the national anthem, Steve Sosebee, an SC4K supporter will throw out the Ceremonial First Pitch, and the scoreboard featured a short video about SC4K, and during the bottom of the 7<sup>th</sup> inning SC4K participated in an on-field check presentation with the Indians.

Meanwhile, outside the ball park on Wednesday community members helped SC4K **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. The 4<sup>th</sup> Annual **Stuff the Bus for Cleveland's Kids** donation drive, was generously sponsored by Dominion with support from Downtown Cleveland Alliance and BOMA Greater Cleveland.

A full-size school bus from the Cuyahoga County Board of Developmental Disabilities was parked on Gateway Plaza between Progressive Field and Quicken Loans Arena and accepted donations from **8:00 a.m. through 5:30 p.m.**

Donated items included 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 SC4K were also accepted. In the past month, a dozen area companies have been hosting collection drives in their offices and came to the bus to donate items. These include Key Bank, Fifth Third Bank, Dominion and Melamed Riley Advertising, among others.

According to SC4K 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 will be distributed to children in need through the SC4K distribution network of 35 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 **Stuff the Bus** or **Fill the House** events are encouraged to visit [www.sc4k.org](http://www.sc4k.org) or call 216.881.7463 for more information.

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

Shoes and Clothes for Kids (SC4K) 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 35 distribution partners, SC4K positively impacts the lives of area children by giving them the self-esteem and confidence that comes from having new shoes and clothes.

Founded as Shoes for Kids in 1969 by Morrie Sayre, 2009 marks SC4K's fortieth year of service to Greater Cleveland's families. In 2009, SC4K will distribute new clothing and Payless shoe gift cards with a retail value of over \$1,800,000 to 25,000 children from income-eligible families throughout Greater Cleveland. Of every dollar donated to SC4K, \$0.92 goes directly to the programs and services that benefit the children served. For the third consecutive year, Shoes and Clothes for Kids achieved the coveted 4-star rating from Charity Navigator.

For more information on SC4K, visit [www.sc4k.org](http://www.sc4k.org) or contact Carolyn Sekerak, Director of Communications at 216.881.SHOE (7463), ext. 1.

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