

**\*\*MEDIA ALERT\*\*MEDIA ALERT\*\*MEDIA ALERT\*\*MEDIA ALERT\*\***



**SKECHERS AND RACK ROOM SHOES TO DONATE 8,000 PAIRS  
OF NEW SHOES TO CHARLOTTE-AREA CHILDREN**

*BOBS from Skechers footwear will be distributed to children in need  
at Hidden Valley Elementary on November 1*

**WHO:** SKECHERS, Rack Room Shoes and the national nonprofit Delivering Good have partnered with Second Harvest Food Bank of Metrolina to distribute over 1,000 pairs of BOBS from Skechers to Charlotte-area children in need. After receiving a new pair of shoes, children will have an opportunity to customize them at hosted decorating stations. After the event, the remaining 7,000 pairs of BOBS from Skechers will be distributed throughout the Carolinas to families affected by Hurricane Florence.

Skechers and Rack Room [Shoes](#) have partnered in the past to donate over 3,000 pairs of new shoes to children in the Houston-area and more recently 800 pairs to those in Baltimore.

**WHAT:** Through our national non-profit partner Delivering Good, BOBS from Skechers helps children affected by poverty, homelessness, and disasters. The movement has donated new shoes to more than 15 million kids in the United States and more than 60 countries worldwide through the Head Start programs, education foundations, homeless shelters, disaster relief, and 501 (c)(3) organizations. In addition, the BOBS from Skechers program has helped 583,000 animals, including saving more than 241,000 lives through millions in donations to Best Friends Animal Society® – a no-kill organization dedicated to saving the lives of dogs and cats in America's shelters.

**WHEN:** Thursday, November 1  
8:30 AM – 2:30 PM  
**MEDIA CALL: 9:30 AM**

**WHERE:** Hidden Valley Elementary  
5100 Snow White Lane  
Charlotte, NC 28213

**ON-SITE CONTACTS:**

- Skechers: Joshua Olkes, (608) 772-0428 / [joshuao@skechers.com](mailto:joshuao@skechers.com)
- Second Harvest Foodbank of Metrolina: Donna Ragan, (704) 805-1724 / [dragan@secondharvest.org](mailto:dragan@secondharvest.org)
- Rack Room Shoes: Erica Villanueva, (704) 999-7098 / [Erica.Villanueva@rackroom.com](mailto:Erica.Villanueva@rackroom.com)

**REQUEST PRESS PHOTOS AND B-ROLL VIDEO FROM:**

- Skechers: Lara Diab, (310) 934-1135 / [larad@Skechers.com](mailto:larad@Skechers.com)