



Clothes To Kids
1059 North Hercules Avenue
Clearwater, Florida 33765
T (727) 441-5050 F (727) 441-9346
www.ClothesToKids.org

For Immediate Release

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Contact: Jennifer Silva, Executive Director
(727) 441-5050, ext 22

Clothes To Kids Selected as Partner in Payless Shoes 4 Kids Program

Clearwater, Florida Clothes to Kids, Inc. (CTK), a non-profit organization whose mission is to provide new and gently used clothing to low-income, school-age children in Pinellas County free of charge, was selected recently as a partner in the *Payless Shoes 4 Kids* program. The *Payless Shoes 4 Kids* program is a national grass roots effort to deliver \$1 million of free shoes to children of families in need this holiday season.

Clothes To Kids was selected from among 2,600 nonprofit organizations from around the country. CTK was one of 630 nonprofits selected and received 200 \$15 shoe gift coupons valid at any Payless retail location. The coupons were distributed to families with appointments at Clothes To Kids throughout the first three weeks of December – just in time for the Holidays!

Payless initiated the *Shoes 4 Kids* program in response to the economic crisis, its impact on the underprivileged, the significant need across America for children's shoes, and to support smaller, localized nonprofits with a tool to assist them in helping those in need during the holiday season. The program was designed to provide \$1 million in shoes to children of families in need through nearly 67,000 gift coupons being distributed by local nonprofit partners. For more information on the Payless Shoes 4 Kids program, visit www.PaylessGives.com.

Founded in 2002, Clothes To Kids, Inc. is a year-round organization whose mission is to provide new and quality used clothing to low-income, school-age children in Pinellas County, **free of charge**. During its peak months, CTK serves over 60 children per day, providing each with a complete wardrobe of clothing. Since its inception, CTK has distributed over 33,000 wardrobes to children in need. CTK is located at 1059 North Hercules Avenue in Clearwater and accepts donations of new or clean, gently used shoes and clothing Monday through Friday, 9am to 5pm. Cash donations are fully tax-deductible and can be mailed to P.O. Box 6123, Clearwater, Florida 33758-6123 or dropped off at the store location.

For more information on Clothes To Kids, please visit www.ClothesToKids.org.

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