

**CHANGING THE WORLD ONE PAIR AT A TIME**  
*Footwear charity keeps shoes out of our landfills*



**NORFOLK, VA** — January 27, 2008 — Local businesses, Green Alternatives and The Space Above, are partnering up with Soles4Souls to provide shoes worldwide to people in need. Through the month of February both new and "gently worn" footwear will be accepted at both locations (Green Alternatives at 1905 Colonial Avenue and The Space Above at 202 W. 22<sup>nd</sup> St.).

Soles4Souls has a simple mission: To impact as many lives as possible with the gift of shoes. The company has donated more than 3 million pairs of shoes since its inception (one pair of shoes every 28 seconds). They coordinated relief efforts for the Asian Tsunami and Hurricanes Katrina and Rita, netting over 900,000 pairs donated for these disasters.

Soles4Souls accepts all types of shoes to outfit the underprivileged with shoes that fit their locale and climate. Donations that can't be re-worn are recycled. The fabric parts are grinded up for use in clothing and the rubber is converted into playground surfaces. These "green" efforts make a huge impact in reducing the amount of shoes that end up in landfills. It is estimated that over 300 million pairs of shoes are thrown away every year in the United States alone.

"Being green is a characteristic that we really want to encourage," said Wayne Elsey, Founder and CEO of Soles4Souls. "People in the United States and around the world are realizing the importance of preserving our planet for future generations." By donating shoes, people are lessening their "footprint" left on the environment. The team at Soles4Souls is striving to give people the opportunity to go green by helping less fortunate people. "Not only can people feel good about helping the environment," added Elsey, "but they can feel good about helping less fortunate people through the gift of shoes."

**About Soles4Souls**

Soles4Souls facilitates the donations of shoes, which are used to aid the hurting worldwide. Shoe companies, retailers, and individuals can donate footwear (both new and used). Soles4Souls is a 501(c)3 recognized by the IRS, and donating parties are eligible for tax advantages. The team originally operated as [www.katrinashoes.org](http://www.katrinashoes.org), with several churches partnering in the collection and distribution of footwear. For more information about Soles4Souls, please call (866) 521-SHOE, or visit [www.giveshoes.org](http://www.giveshoes.org) or [www.soles4souls.org](http://www.soles4souls.org).

**About Green Alternatives**

Green Alternatives is a retail store committed to providing green education and alternatives to support a green lifestyle. The store offers a blend of organic, sustainable, and recycled home goods, personal care products, clothing, and eco-gifts. In addition, Green Alternatives serves as a drop-off station for the community's used ink cartridges and cell phones in its "Recycle for Breast Cancer" program. Used CFL light bulbs and household batteries are also accepted for proper disposal.

### **About The Space Above**

As a new yoga studio in Ghent, The Space Above is committed to providing an atmosphere for anyone to feel more in tune with a higher consciousness through different styles of yoga, breath work, a variety of approaches to bodywork, and the science of Ayurveda. The first yogic principle is "ahimsa" or "non-violence in thought, word or deed to anyone or anything including oneself." The Space Above is honored to be working together with Green Alternatives to promote non-violence to our mother earth and to each other by recycling and giving.

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