

Stacy Williams  
Waterford Youth Assistance  
248.618.7383  
248.618.7392  
waterfordya@msn.com



# Press Release

FOR IMMEDIATE RELEASE:

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## Waterford Youth Assistance Launches Shoe Collection Drive to Raise Money for Programs to Help Support and Strengthen Waterford Families.

*The mission of Waterford Youth Assistance is to provide programming that will strengthen youth and families, and to reduce the incidence of delinquency, abuse, and neglect through community involvement.*

**Waterford, Michigan, September 3rd:** Waterford Youth Assistance will begin conducting a shoe drive starting on Thursday, September 10th to raise funds for WYA programs. Waterford Youth Assistance will earn funds based on the total weight of the shoes collected as Funds2Orgs will purchase all of the donated footwear. Dollars earned will help support family education programs, mentoring programs, youth scholarship and recognition programs, low income families with financial needs, and continue youth casework services. Anyone can help by donating gently worn used, or new shoes to any of the following locations:

**Recovered Chiropractic:** 5140 Highland Road, Waterford.

**Waterford Township Town Hall:** 5200 Civic Center Drive, Waterford.

**Crave Nutrition:** 2891 Pontiac Lake Road, Waterford.

*Shoe donations will also support micro-enterprises in developing nations. All donated shoes will then be redistributed throughout the Funds2Orgs network of microenterprise partners in developing nations. Funds2Orgs helps impoverished people start, maintain and grow businesses in countries such as Haiti, Honduras and other nations in Central America and Africa. Proceeds from the shoe sales are used to feed, clothe and house their families. One budding entrepreneur in Haiti even earned enough to send to her son to law school.*

"We are excited about our shoe drive," said Gloria Jensenius, Board Secretary "We know that most people have extra shoes in their closets they would like donate to us and help those less fortunate become self-sufficient. It's a win-win for everyone," added Gloria.

By donating gently worn, used and new shoes to the Waterford Youth Assistance the shoes will be given a second chance and make a difference in people's lives. You will also be supporting waste sustainability efforts by reducing waste in landfill. **The WYA Shoe Collection Drive will run from September 10 through November 9.**