

Just for Kicks

Orange Bowl collects 4,000 Pairs of Shoes for Local Children



Since 2011, the Orange Bowl Kicks for Kids program has provided South Florida's youth the opportunity to participate in and reap the rewards of sports and exercise by receiving a pair of good athletic shoes. Together, the Orange Bowl and the South Florida community have been able to collect approximately 10,000 pairs of new or moderately used shoes.

Congratulations to the winners of the 2013 Orange Bowl Kicks for Kids School Challenge: Nova Middle School, Eugenia B. Thomas K-8 Center, Park Trails Elementary and Dr. WMA Chapman Elementary.

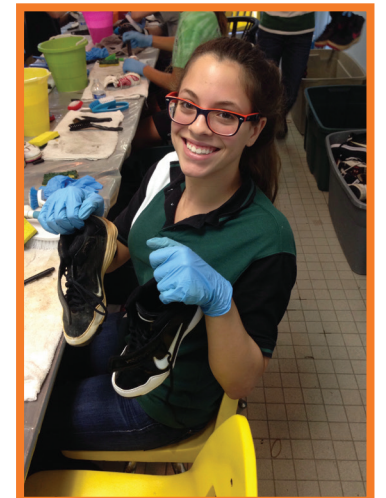
Each of the winning schools in the latest contest received a \$2,500 grant from the Orange Bowl for collecting the most shoes.

The Orange Bowl would like to say thank you to the nearly 50 schools throughout South Florida who participated in this year's challenge. With their help, more than 4,000 pairs of shoes were collected in 2013.

The shoes were then donated to In Jacob's Shoes, which provides new and gently used shoes, school supplies and athletic gear to children in need.

The 2013 Kicks for Kids program was supported by Baptist Health South Florida, which also collected shoes at participating Baptist outpatient services locations. 🍊

Student volunteer photos provided by The Jacob S. Zweig Foundation, Inc./ In Jacob's Shoes



FOR IMMEDIATE RELEASE
Orange Bowl Committee
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Orange Bowl Prepares for 3rd Annual Kicks for Kids School Challenge

(Miami Lakes, Fla.) – Four schools—two each schools from Miami-Dade and Broward County will have the opportunity to win \$2,500 in the Orange Bowl's *Kicks for Kids School Challenge*. For the third consecutive year, the Orange Bowl is presenting *Kicks for Kids*, a program designed to provide South Florida's youth the opportunity to participate in and reap the rewards of sports and exercise by receiving a pair of good athletic sneakers or cleats.

Participating schools will collect as many new or gently used athletic shoes and cleats as they can starting on November 18 through the November 22. A total of four schools, the two top collectors from each county, will receive a \$2500 grant from the Orange Bowl.

The Orange Bowl is once again partnering with In Jacob's Shoes to clean any shoes that are in need and will distribute a portion.

Last year, the Orange Bowl collected more than 3,000 shoes overall, the majority from the School Challenge. This year, the Orange Bowl's goal is to collect 5,000 pairs for South Florida youth.

"The South Florida community's response to the Orange Bowl's *Kicks for Kids* program has been very gratifying," says Orange Bowl CEO Eric Poms. "Because of their contributions, we have exceeded our own goals in each of the first two years. We can't wait to see the results of this year's challenge."

Kicks for Kids is supported by Baptist Health South Florida, which will collect shoes at participating Baptist Health locations.

Other businesses and individuals are also encouraged to participate. If you or your business would like to collect or provide shoes, or make a monetary donation to the program please contact Erica Wilkerson at ewilkerson@orangebowl.org.

The **Orange Bowl** is a 351-member, primarily volunteer non-profit sports organization that promotes and serves the South Florida community. The Orange Bowl features a year-round schedule of events culminating with the Discover Orange Bowl on January 3, 2014. Other Orange Bowl core events include the MetroPCS Orange bowl Basketball Classic, Orange Bowl Youth Football Alliance presented by Sports Authority, Orange Bowl International Tennis Championships, Orange Bowl International Youth Regatta, Orange Bowl Swim Classic and Orange Bowl Paddle Championships. For more information on the 2013-14 Orange Bowl events, including promotional and volunteer opportunities through the Ambassador Program, visit www.orangebowl.org.

In Jacob's Shoes is a 501(c)3 Charity and was formed in 2009 in loving memory of Jacob S. Zweig. In Jacob's Shoes provides new and gently used shoes, school supplies and athletic gear to children in need as well as grants for camp, athletic and enrichment programs. Since inception, In Jacob's Shoes has served over 80 agencies, schools and shelters and provided 23,000+ pairs of shoes and 2,500 backpacks with school supplies for children living in shelters, foster care and poverty in Broward, Palm Beach and Miami/Dade Counties. For more information, including volunteer opportunities, visit www.injacobsshoes.org or facebook.com/InJacobsShoes.