

In Jacob's Shoes' Partnership with Orange Bowl's Kicks for Kids

For low-income families, new shoes for children often aren't a priority.

Helping many such families locally is an effort led by the Orange Bowl. Members recently stopped by the Carver Ranches Boys & Girls Club in Hollywood for a special delivery.

Over the past four years, the Orange Bowl has collected 15,000 pairs of shoes as part of its Kicks for Kids campaign. This year, 5,000 pairs were collected to be distributed to such organizations as In Jacob's Shoes, Family Central, and Boys & Girls Clubs in Broward and Miami-Dade counties.

"This is something that's greatly needed," said Carver Ranches club director Brenda Fulmore. "It was a great surprise for us to be selected."

Fulmore said it's not unusual for kids to come in with broken shoes or no shoelaces, and they often need soles glued or taped back together.

"Kids wear out shoes," she said. "It's something people don't think about. With

this gift, we're able to shoe these children. Today is unfolding to be beautiful."

Latoya Williams, the Orange Bowl's director of community outreach, said there has been a decline in youth sports participation, much of it attributed to the cost of uniforms and footwear.

"Now, kids will have a good pair of sneakers or cleats," she said of Kicks for Kids.

New and gently used shoes were collected in Broward and Miami-Dade schools, as well as TD Bank and Baptist Health locations. Monetary donations were also collected to help purchase shoes. In Jacob's Shoes cleaned and prepared used shoes for donation.

The Carver Ranches distribution event featured music, games and visits from Obie, the Orange Bowl mascot, and the TD Bank mascot.

For more information, visit Community.orangebowl.org.

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