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## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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### **Minnesota Physicians team up with Redwing Boots and National non-profit to provide area homeless with new shoes.**

**WHAT:** *Our Hearts to Your Soles* will be distributing thousands of Red Wing shoes and boots to the homeless in shelters across over forty U.S. cities, including Minneapolis.

**WHERE:** St. Stephen's Community Center  
2123 Clinton Avenue South, Mpls MN

**WHEN:** Monday, November 23<sup>rd</sup>, 2009 between 5 and 7 PM.

EDINA and RED WING, MN: On Monday, November 23rd between 5 and 7 PM, Our Hearts to Your Soles and Soles4Souls will be distributing thousands of Red Wing shoes and boots to homeless shelters in more than forty U.S. cities. This Thanksgiving marks the Twin Cities fourth year involved with the program. The local event will be held at St. Stephen's Community Center, 2123 Clinton Avenue South, in Minneapolis.

Local physicians, surgeons, nurses and physical therapists as well as their families, have joined the effort with Orthopedic ankle and foot specialist, Dr. Lance Silverman and Chris Boosalis, of Minnesota Prosthetics and Orthotics heading the team. "I'm honored to be a part of this project," Dr. Silverman said. "The homeless in the Twin Cities are at significantly greater risk. Winter snow and ice increase the number of injuries from slips and falls while the cold temperature in Minnesota adds the serious risk of frostbite."

### **About Red Wing Shoe Company**

Founded in 1905 in the quiet river town of Red Wing, Minnesota, the Red Wing Shoe Company has consistently crafted dependable boots for working men and women. Today, Red Wing boots are found around the globe. They have recently donated more than 10,000 pairs of high quality Red Wing footwear to Soles4Souls Inc, the international shoe charity dedicated to providing free footwear to people in need. 600 pairs of shoes and boots are reserved for the Minnesota event. [www.redwingshoes.com](http://www.redwingshoes.com)

## **About Soles4Souls**

Nashville-based Soles4Souls™ facilitates the donations of both new and used shoes, which are used to aid the hurting worldwide. Since its inception, Soles4Souls has distributed more than millions of pairs (or one pair every 9 seconds) to people in 61 countries, including Honduras, Romania, Thailand, and the Sudan. The charity has been featured on CNN Headline News, NBC Nightly News with Brian Williams, ABC News, FOX, CBS, and hundreds of regional outlets around North America. Soles4Souls is a 501(c)(3) recognized by the IRS; donating parties are eligible for tax advantages. [www.soles4souls.org](http://www.soles4souls.org) [www.giveshoes.org](http://www.giveshoes.org) or 866-521-SHOE.

Our Hearts to Your Soles is in need of donations. As the administration of the program is done by volunteers, virtually 100% of your donation will go directly to the homeless. Just \$15 can give a foot examination and a pair of new shoes and socks to one person!

## **About Hearts to Soles**

Four years ago Matthew Conti and his father Dr. Stephen Conti, an orthopedic surgeon created the unique non-profit organization known as “Our Hearts to Your Soles.” The program is currently managed by Laura Conti, Matthew’s sister who, at 17 years old, is expanding the organization into a nationwide network. Soles4Souls is the international charity that collects and distributes new and gently worn shoes to needy people around the world. Originally formed to assist with shoe donations to hurricane Katrina victims, Soles4Souls is dedicated to improving the health of homeless individuals through the soles of their feet. Throughout the year they accomplish this goal every 9 seconds. With help and support from Soles4Souls and Red Wing Shoes, each November, Our Hearts to Your Soles screens, fits and provides footwear to thousands of homeless men and women.

The Minnesota chapter of Our Hearts to Your Soles relies on local support for success. *N. Lee Photography, Priority Courier Experts, Minnesota Prosthetics and Orthotics and Red Wing Shoes* have generously provided this year’s financial backing.

For more information about “Our Hearts to Your Soles,” contact Dr. Lance Silverman at [www.anklefootmd.com](http://www.anklefootmd.com) or 952-920-4333 x 300. Dr. Stephen Conti and Laura Conti coordinate the national event and may be reached through [www.heartstosoles.com](http://www.heartstosoles.com) . Donations can be made on-line.

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**\*\*\*Media/editor’s note: Please contact Dr. Lance Silverman if you plan to attend the Our Hearts to Your Soles event on November 23<sup>rd</sup>, 2009 between 5 and 7 PM.**