



PRESS RELEASE:

March 18, 2010

Melinda Haggerty
Expo Communications Coordinator
972/769-4391 o 214/649-1895 c

Ki-Afi Ra Moyo
Event Manager
ki-afim@livegreenexpo.net

***Live Green Expo Sponsors Shoes for Haiti;
Social Media Launch Kicks off March 18***

“Shoes for Haiti” volunteers are launching one of the largest shoe drives in Haiti’s history, but they are doing it in an unconventional way. Social media is at the heart of the marketing launch, beginning on Mar. 18 with a Facebook flash mob.

Over 500 volunteers have been instructed to change their Facebook status to the color and type of shoe they have on, around 8 a.m. on Thursday, Mar. 18. Their goal is to bring awareness to the campaign and encourage donors to pledge a donation online.

“The ‘Shoes for Haiti’ team recognizes reaching potential donors through social networking allows us to create impressions which will last far beyond the actual donation,” said Erin Anthony, Social Media Marketing Consultant to the campaign. “Our goal is to develop long-term online partnerships with our donors and consistently provide them with useful tips and ideas.”

With 300 million pairs of shoes deposited in America’s landfills each year, The “Shoes for Haiti” campaign will bring awareness to the message of “Recycle, Re-Use and Repurpose,” benefiting the people of Haiti as well as the environment.

“The ‘Shoes for Haiti’ collection drive gives people a way to make a very real difference. Shoes will prevent serious illness and save lives by protecting children from parasites which would otherwise enter their bodies through unprotected feet,” said Michael Barringer, Founder of The Shoe Bank and partner with the “Shoes for Haiti” initiative. “There are already several schools and businesses in the Dallas/Fort Worth area collecting shoes with tremendous success.”

The Shoes for Haiti campaign is sponsored by the *Live Green Expo*, a free event attended by more than 15,000 North Texans annually. For more information on “Shoes for Haiti,” visit livegreenexpo.info.

#

#

#mlh