

Hello!

We hope you had a wonderful holiday season! It was so great meeting everyone at The Running Event in Austin, Texas. We met so many running store owners, managers, and employees who have collected shoes and received a check from Sneakers4Funds to pay to their local charities. It was so awesome to meet you all in person and listen to the *impact* you are making in your community with this simple program.

Thank you to all the stores who signed up or tested our innovative **Running Retailer Program**. The ASPCA is very grateful to everyone who donated shoes after the event!

We also met some newcomers, so if you're interested in joining this *free* program, it's simple. When you participate, Sneakers4Funds provides you *with prepaid* shipping bags and collection boxes. Place 15-20 pairs of gently worn, used and new athletic shoes in each bag, seal and drop off the bags at any UPS location. When we receive the bags, we weigh them and cut you a check per pound to your running club or charity of your choice.

In developing nations, millions of people rely on walking as their primary mode of transportation. The athletic shoes your customers have donated go to micro-entrepreneurs (small business owners) who sell them in their local communities to support their families and lift themselves out of poverty.

For more information, check out our **Running Retailer Program** on Sneakers4Funds.com. I'd be happy to answer any questions to see if this is a fit for you. Please contact me at 407-930-2979 or email at asap@sneakers4funds.com.

Because of runners, organizations and running stores like you, over 4000 families in developing nations all over the world are creating a path out of poverty. Thank you for all that you do!

Happy New Year!

Gratefully



Kristy Fontelera
Vice President Marketing