

## Payless Gives Shoes to Frontlines' Kids

TORONTO, Ontario, March 18, 2013 — A group of excited and happy children descended on the Payless Shoe store at Lawrence and Keele recently where they each selected a pair of brand new shoes, using their merchandise certificates awarded by Payless ShoeSource.

This spending spree was made possible through Weston Frontlines Centre (Frontlines), which was selected as an official partner of **Payless Gives Shoes™ 4 Kids**, an annual giving program from Payless ShoeSource. Frontlines is among several charitable agencies representing all 50 states in the United States, as well as Canada, Puerto Rico and 11 Latin American countries.

The 23 children, ranging in age from 8 to 14 years, are participants at Frontlines, a non-profit organization that offers after-school programs to children and youth in the Weston community, which is designated as one of the 13 priority neighbourhoods in the City of Toronto.

Frontlines works with over 200 children and youth each year; building impactful relationships with our participants. Although our focus is on children and youth we understand that kids can't thrive in an unhealthy home or community so we also reach out to families and groups to build a strong community. We foster and restore wellness and respect among our diverse neighbours by building relationships and providing programs that address the whole child.

This is the fifth year of the **Payless Gives Shoes™ 4 Kids** program. Although studies show that properly fitting shoes are important for children's health and development, a striking number of children don't own a pair of shoes that fit. We are working to remedy that here in Toronto.

"By helping families who struggle to provide their children with basic essentials on a daily basis, Frontlines, in partnering with the Payless Gives™ Shoes 4 Kids program, hopes to relieve some of the stress parents experience as they try to meet their family's needs," states Denise Gillard, Director of Programming at the organization. The recipients were beaming with their selections which were even more enjoyable because they were able to choose what they wanted. What was very touching was one young boy who selected shoes for his mother instead of himself because she needed them more than he did, he said.

For more information about the ways in which Frontlines is helping our community, please visit our website at <http://www.frontlines.to> or call us 416-244-7017.



**Above:** A group of happy shoppers with sales representatives of Payless ShoeSource.

**Left:** Which one do you like? These two boys showing off their choices.

**Below:** The girls smiling and relaxing after making their purchases.

