

Outfitters, Inc.
123 ½ W. State Street
Pendleton, IN 46064

July 26, 2007



For further information:

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Media Advisory

Event: 2007 Outfitters Shoe Drive
Date(s): Month of August
Where: South Madison County (Pendleton, Markleville, Ingalls)

Outfitters Holds Shoe Drive to Provide Shoes to Over 350 Children

Every fall over 350 children come shopping at Outfitters and receive a week's wardrobe **FREE OF CHARGE**. Based on availability, each child receives 5 pairs of pants, 6 shirts, 7 pairs of socks and underwear, a jacket and for girls, a dress or skirt set. Each child also receives a \$25 shoe voucher to purchase a new pair of shoes at Kohls or Shoe Carnival.

Outfitters is holding it's annual shoe drive to help cover the over \$9,000 it will take to pay for these shoes. Currently this drive consists of:

- All Pendleton Utility customers will receive a shoe donation flyer with their August bill.
- National City and First Merchants Bank will have donation flyers in their banks and will be collecting donations.
- Outfitters church partners will be holding a shoe drive in the month of August.
- Outfitters will be taking donations at its booth at the Back-to-School Fair in Falls Park on August 18th from 3:00 p.m. – 7:00 p.m.

For more information or to make a donation, contact Michelle Marks, Outfitters Director of Development, at 778-9097 or 317-508-0150 (cell) or e-mail to mmarks@insightbb.com.

Outfitters, a 501(c)3 public charity, provides new and quality used, in-style clothing to children in need in South Madison County – FREE OF CHARGE. Over 800 children participate in the free and reduced lunch program in South Madison School Corporation. Since opening its store in August 2005, over 540 children have come to shop in the store. Outfitters has distributed over 4200 pants/shorts, 6100 shirts, 8000 pairs of socks and underwear and many jackets, dresses, shoes and accessories. For more information regarding Outfitters, call 765-778-9097.

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