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

For further information:
Michelle Marks
765-778-9097 (office)
317-508-0150 (cell)
mmarks@insightbb.com

September 6, 2007

Media Advisory

Event: Outfitters "Sock It To Them" Sock and Underwear Drive
Date(s): Friday, September 28th
Where: PHHS Homecoming Parade and Football Game

Outfitters Holds Its First "Sock It To Them" Sock and Underwear Drive at PHHS Homecoming

Outfitters will distribute over 6,000 pairs of socks and underwear this fall to children in the South Madison School Corporation! To help with this huge expense, Outfitters is holding its first annual "Sock It To Them" sock and underwear drive at the PHHS Homecoming parade and football game. This fall, Outfitters has already scheduled over 420 children on the free lunch program to come shop for a week's wardrobe – FREE OF CHARGE. Each child receives 5 pairs of pants, 6 shirts, 7 pairs of socks, 7 pairs of underwear, a dress/skirt set, a jacket and a $25 shoe voucher to Kohls or Shoe Carnival.

"All socks and underwear are new, so it's a huge drain on our budget to purchase these items! We're trying to come up with creative ways to get donations of socks and underwear," says Michelle Marks, Director of Development for Outfitters. "Since the children in our school system are benefiting from this service, we thought the Homecoming Parade and football game would be a perfect opportunity to ask the community for their help."

Outfitters will have a float in the parade shaped like a big clothes hamper. Donations of new packages of socks and underwear can be dropped in the hamper along the parade route or at the Outfitters tent set up at the game right inside the gate. If someone is not attending the game or parade and would like to donate socks and underwear, donations may be dropped off at Outfitters' store located at 123 ½ W. State Street in downtown Pendleton.

Outfitters exists to help relieve the financial stress of low-income families, many of them single mothers, who just can't make ends meet. The goal is to ensure that every child goes to school feeling good about the way they look and be able to concentrate on their studies without feeling like they don't fit in. As one Outfitters' client stated, *"There was no way with my financial situation that I was going to be able to purchase clothing for my children this year. Without Outfitters, my children would still have holes in their shoes and wearing tattered clothing. Thank God for Outfitters!"*

GO ARABIANS and "LET'S SOCK IT TO THEM" by collecting 6000 pairs of socks and underwear!

To make a monetary donation, please make checks payable to Outfitters and mail to 123 ½ W. State, P.O. Box 164, Pendleton, IN 46064-0164. For more information, contact Outfitters at 778-9097.

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 600 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.

# # #