

The Bata Shoe Museum

FOR IMMEDIATE RELEASE



## BATA SHOE MUSEUM LAUNCHES SOCK DRIVE

Toronto, ON – October 22, 2008 –Beginning on World Kindness Day, the Bata Shoe Museum will give everyone a chance to show their kindness by giving the gift of warmth. From November 13<sup>th</sup> - 30<sup>th</sup>, 2008 the Bata Shoe Museum will be launching its first annual fundraiser, the *Warm the Sole Sock Drive*. Visitors to the Museum are encouraged to bring a new pair of athletic socks for distribution to those in need by *Dixon Hall Resources and Support Services for Out of the Cold*.

Socks are one of the first items people request when asking for assistance, and they are a staple of health care for the homeless. Everyone who donates a pair of socks to the Bata Shoe Museum will receive a special memento of their contribution to this important cause.

As an added element to this fundraiser, the Bata Shoe Museum will also be holding an online auction of hand knit socks which have been decorated by celebrities and notable members of our community. Steven Sabados and Chris Hyndman from CBC's *The Steven and Chris Show*, cast members of *So You Think You Can Dance Canada* and *Degrassi: The Next Generation*, and Jazz FM's Ralph Benmergui will all be using their imaginations to create one-of-a-kind socks for this great cause. All funds raised through this auction will also be donated to Dixon Hall to further the struggle against homelessness in our community.

On November 13<sup>th</sup>, from 5:00pm – 8:00 pm, the community knitting group Casting Off the Cold will be doing a knitting demonstration at the Museum and the celebrity socks will be on display for the first time. Visit our website [www.batashoemuseum.ca](http://www.batashoemuseum.ca) for more details on the celebrity sock auction.

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Everyone who donates a pair of sock at the Museum on Saturdays and Sundays during the *Warm the Sole Sock Drive* will receive free admission. Visitors who donate a pair of socks on November 22, 2008 will also receive free admission to a special reading by children's author Musharraf Farooqi of his new book *The Cobbler's Holiday or Why Ants Don't Wear Shoes*.

Remember how good it feels to put on new socks? Help give that same joy to people in need. The Bata Shoe Museum's *Warm the Sole Sock Drive* gives everyone a chance to give a small comfort that carries a big impact.

For more information on this exciting initiative, please visit [www.batashoemuseum.ca](http://www.batashoemuseum.ca).

Official Media Partner:



Community Partners:



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### ***About the Bata Shoe Museum***

The Bata Shoe Museum is dedicated to uncovering the role of footwear in the social and cultural life of humanity. The Museum's growing international collection of over 13,000 objects touches on 4,500 years of history. A varied programme of events and exhibitions lets visitors discover the stories behind footwear from many lands and cultures. Further information is available at [www.batashoemuseum.ca](http://www.batashoemuseum.ca).

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