



## **Closet Factory-Washington DC & Baltimore Joins the “11 IN 11” Campaign with a Shoe Drive to Benefit Soles4Souls® Inc., the Shoe Charity, from May 1st thru December 31, 2011**

*Recycle your 'gently worn' shoes in an effort to help distribute 11 million shoes in 2011 to people in need. Closet Factory DC and Baltimore installers will be picking up shoes from clients on the day of installation.*

Nashville, TN ([PRWEB](#)) May 24, 2011 – Soles4Souls Inc. has committed to collect and distribute 11 million shoes in 2011 to people living in extreme poverty and recovering from natural disasters through its “11 IN 11” campaign. The shoe charity gives away one pair of shoes to a person in need every 7 seconds. Since 2005, Soles4Souls has distributed more than 12 million pairs of shoes because of the generosity and commitment of people and organizations like Closet Factory Washington DC & Baltimore.

Soles4Souls believes partners like Closet Factory Washington DC & Baltimore will challenge others to become a force of change by helping the charity reach its aggressive but necessary “11 IN 11” goal which reflects the every-growing needs of the global community. The shoe charity recognizes its success is the result of individuals and industry partners such as Closet Factory Washington DC & Baltimore who clean out closets and warehouses so that 300 million children around the world can have their first pair of shoes.

For a limited time, Soles4Souls and Closet Factory Washington DC & Baltimore will be collecting your gently worn footwear and/or donations to make a tangible difference through the gift of shoes. Every donation will support the charity’s initiative to distribute 11 million pairs of shoes in 2011.

“With the earthquakes in countries like Haiti and Chile, on top of the enormous needs elsewhere, we can use the estimated 1.5 billion shoes taking up space in the closets of ordinary people to change the world one pair at a time,” said Founder and CEO of Soles4Souls, Wayne Elsey.

Elsey added, “We need partners like Closet Factory Washington DC & Baltimore to get behind our '11 IN 11' campaign and get a little crazy this year. Donating shoes is one of the most simple yet profound gifts you can make, because it will greatly improve someone’s life in the most difficult of times.”

Closet Factory Washington DC & Baltimore will be collecting gently used shoes through December 31, 2011. Learn more by visiting [www.ClosetFactory.com/WashingtonDC](http://www.ClosetFactory.com/WashingtonDC)

People and companies interested in donating can also visit the Soles4Souls website at [www.giveshoes.org](http://www.giveshoes.org)

### **About Soles4Souls® & Clothes4Souls®**

Soles4Souls collects, recycles and reuses shoes from warehouses of footwear companies and closets from individuals. We distribute usable shoes to people in need around the world (we recycle less than 2% of donated footwear). Since 2005, Soles4Souls has given away over 13 million pairs of new and gently worn shoes (currently distributing one pair every 7 seconds). The shoes have been distributed in 125 countries, including Haiti, Kenya, Nepal and the United States.

Clothes4Souls, a new division of Soles4Souls, provides hope for hurting people through the gift of new