

FOR IMMEDIATE RELEASE

March 14, 2011

CONTACT: Polly Baughman, 623-930-2979
Public Relations Office

GLENDALE'S DOWNTOWN EVENTS AID CHARITIES

GLENDALE, Ariz. – Fun with a purpose. That's the philosophy behind the special promotions hosted in downtown Glendale. The latest proof that it works can be found in the 182 pairs of shoes donated to the Soles4Souls charity during the recent Paris in the Spring event organized by the Glendale Convention and Visitors Bureau (CVB).

"We're committed to helping worthwhile charities with all of our downtown promotions and activities," said Lorraine Pino, manager of the Glendale CVB. "And the public has responded – from bringing canned foods to showing up with gently used shoes."

The shoes were donated to Soles4Souls which is focused on getting all types of shoes – from sandals and pumps to work boots and cleats – to people in need. It was selected in part because it's a favored charity of downtown merchant Bud Zomok of the Glendale Shoe Company. The store collects shoes year-round and has donated more than 600 pairs to the charity in the past year.

"The downtown promotions are great for bringing more people to our stores and restaurants," said Zomok, "but also for helping support causes that make our community better."

The next charitable drive will be for new and gently used books to benefit Glendale libraries. The drive will be held in conjunction with the Annual Mother's Day Celebration on May 7. For details on the upcoming book drive and Mother's Day Celebration, call 623-930-4500 or go to www.VisitGlendale.com.

##

Photo:
Jessica Alexander, Visitor Information Specialist, Glendale CVB
Bud Zomok, Owner, The Glendale Shoe Company

NEWS
Glendale, az

Home
of the NFL's
2008 Super Bowl

Home
of Arizona's
Best Hometown
Festivals

Home
of the
NHL Coyotes,
Arizona
Cardinals and
Fiesta Bowl

Home
of Luke AFB,
the largest F-16
training base
in the world

City of Glendale
5850 W. Glendale Ave.
Glendale, AZ 85301
(623) 930-2960
www.glendaleaz.com