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FOR IMMEDIATE RELEASE**PHOENIX COYOTES AND CITY OF GLENDALE SETS GOAL TO BE THE LARGEST SHOE EVENT IN HISTORY OF SOLES4SOULS®**

April 1, 2013 – (Nashville, TN) Soles4Souls, the global not-for-profit institution dedicated to fighting the devastating impact and perpetuation of poverty, is ramping up efforts to help individuals in need this year with the help of the Phoenix Coyotes and the city of Glendale. On April 6, the team is hoping to set the record for largest one-day shoe drive in the history of the organization at their game against the Colorado Avalanche. Fans and Glendale residents can help by donating their used shoes.

By recycling your gently worn shoes with the Soles4Souls, the discarded footwear will be given a second chance at life. By being redistributed through the organization's international micro-enterprise partners, men and women will be given the opportunity to break the cycle of poverty by earning a sustainable income.

Each of the arena's seven gates that night will have Soles4Souls collection bins and everyone who donates will receive a voucher for up to \$15 off either the April 15 or April 24 Coyotes home game.

"The Phoenix Coyotes and the City of Glendale have set an audacious goal to help us eliminate the perpetuation of poverty," said Buddy Teaster, CEO of Soles4Souls. "Those that participate are improving the quality of someone's daily life. Shoes can actually enable someone to step out of poverty."

For more information on the drive, or to learn how to purchase tickets contact the Phoenix Coyotes at 480-563 PUCK (7825).

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About Soles4Souls®

Soles4Souls is a global not-for-profit institution dedicated to fighting the devastating impact and perpetuation of poverty. The organization advances its anti-poverty mission by collecting new and used shoes and clothes from individuals, schools, faith based institutions, civic organizations and corporate partners, then distributing those shoes and clothes both via direct donations to people in need and by provisioning qualified micro-enterprise programs designed to create jobs in poor and disadvantaged communities. Based in Nashville, Tennessee, Soles4Souls is committed to the highest standards of operating and governance, and holds a four-star rating with Charity Navigator. Please visit www.giveshoes.org for more information.