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Press Release

FOR IMMEDIATE RELEASE:

DSFIT2RUN Launches Shoe Collection Drive to Raise Money

Bolingbrook, IL December 15, 2016: DSFIT2Run is conducting a shoe collection drive on December 15, 2016 through March 15, 2017 to raise funds for their nonprofit organization. DSFIT2Run assists all individuals with training to walk various races (5K up to marathons), increase their knowledge about nutrition, and promote the overall importance of a healthy lifestyle. Living a healthy lifestyle can be costly and incur a handful of expenses. DSFIT2Run has the goal of eliminating the financial stress on its members. When asked how DSFIT2Run was started, Deana Patterson, founder, stated: “DSFIT2Run was started after my mother passed away from breast cancer. It was then that I realized I wanted to help change lives; I figured if I could just help individuals follow a healthy lifestyle, I would potentially be helping them prolong their lives.” This organization makes it possible to maintain a healthy and active routine without imposing costly fees; through free trainings and countless workshops, members are provided all the tools they need to thrive all for free. For example, each Saturday members meet and train to walk various races ranging from 5Ks to marathons.

With this shoe drive, DSFIT2Run will earn funds based on the number of pairs collected. From there, Funds2Orgs will purchase all of the donated footwear. The dollars earned will benefit DSFIT2Run by covering the cost of supplies such as water, snacks, and workshops, all of which help spread awareness and knowledge of nutrition and living a healthy lifestyle. All donated shoes will then be redistributed throughout the Funds2Orgs network of micro-enterprise partners in developing nations. Funds2Orgs helps impoverished people start, maintain and grow businesses in countries such as Haiti, Honduras and other nations in Central America and Africa. Proceeds from the shoe sales are used to feed, clothe and house their families. One budding entrepreneur in Haiti even earned enough to send to her son to law school.

“We cannot wait to start this shoe drive,” said Patterson. “We know that many people have an abundance of shoes to be donated and would like to help those less fortunate. By donating shoes, it becomes a win-win for all parties involved.” Anyone can help by donating gently worn, used or new shoes. By donating shoes to DSFIT2Run the shoes will be given a second chance and make a difference in people’s lives. To help, please contact Rebecca Peck at dsfit2runbp@gmail.com to schedule a pick up.