



Who is *Shoes for the Cure*?

We are a professional recycling company that specializes in collecting new and used footwear for recycling, regardless of condition. We are one of the only recycling companies in the country focusing “solely” on footwear.

We are dedicated to recycling footwear, keeping footwear out of our landfills, and keeping our environment clean for future generations.

With each successful shoe drive we continue to inform, educate and recycle our way to a cleaner, healthier earth.

What do you do with the shoes you collect?

We make sure that your old shoes are used to benefit the planet, not to hurt it. Whether they are reconditioned for the needy or re-used as surface material for running tracks, tennis courts or playgrounds, we make sure that the footwear is kept out of landfills and kept in good use.

Why should I participate? What’s in it for me?

It doesn’t matter how old you are, your gender, income level or where you are from, we all need to go green and save the earth. We have developed an innovative shoe recycling program that is self-supporting and cutting edge.

*Each year more than 350 million pairs of shoes are discarded in landfills. A rubber shoe sole can take up to 80 years to decompose. Instead of throwing it out and creating more trash, you can be a good steward of the earth and keep these materials in use

*When shoes are incinerated harmful dioxins are release into the air. These toxins include such things as lead, chlorine, carcinogens, vinyl chloride, chromium, lime, sulfides, aluminum, iron, zirconium, formaldehyde, acids and cyanide. Even when these items are put into landfills the chemicals can seep into the ground effecting area water supplies and the entire ecosystem.

*IT’S EASY! All you need to do is drop your shoes into one of our specially marked bins and we take care of the rest.

Why should my company participate?

Shoes for the Cure can be your community outreach and recycling program.

- There is no cost to your business to establish a “green initiative”
- “Your” new recycling program will help fulfill your green initiative and allow your customers a convenient and easy way to participate in a worthwhile program.
- Having a shoe recycling bin inside or outside your location can be a creative marketing tool to help increase traffic to your location and let the community know you care about the environment.

- You can market your business by emailing your customers and drive by traffic to generate greater inshore traffic by going green and collecting shoes with our recycling plan
- This program will attract new customers to your store to support what you are doing for the environment and *Shoes for the Cure*.
- It's free and no hassle for you! Our staff can help you market the program and will empty the bins on a regular basis

Why should my organization/school/place of worship participate?

Shoes for the Cure can be part of your community outreach and recycling program.

- Shoe Drives are a great way to raise public awareness for your group. Our staff can help you organize the event, send out press releases to local media, assist in event promotion, and take care of shoe removal after the drive.
- We will place a link on our website to your organization with a special "thank you" for your support and a tally of how many pairs of shoes you collected
- There is no cost to your organization to establish a "green initiative"
- "Your" new recycling program will help fulfill your green initiative and give your members a convenient and easy way to participate in a worthwhile program.

How does *Shoes for the Cure* make money?

We are a "green" recycling company that addresses "product end of life" solutions for consumers. We take discarded shoes and recycle them so that their usefulness does not end, but continues in a new usable product. We work in a similar fashion as many other recycling companies, but instead of taking bottles and newspaper out to the curb, you take your shoes to one our convenient bins to recycle.

A portion of the proceeds stays with charities and hospitals in the area.