

Contact: Beth Cathey
Heritage Christian Academy
Class of 2016
972-571-8644
bethcathey1@me.com



Press Release

FOR IMMEDIATE RELEASE:

The Heritage Christian Academy Class of 2016 Launches 2nd Annual Shoe Drive Mission Project to Raise Funds, Support Microenterprise in Developing Nations, and Help the Environment

The Lake Ray Hubbard community is invited to participate in a shoe collection drive conducted by HCA's Junior Class to benefit the poor around the world – ACCEPTING SHOE DONATIONS (any size, any kind, any condition) through Christmas, 2014.

Rockwall TX, November 13, 2014: The Heritage Christian Academy Class of 2016 is conducting a shoe collection drive in November and December, 2014, to raise funds for the benefit of microenterprise ventures in developing nations and keeping old shoes out of local landfills. Individuals can help by donating gently worn, used shoes at Heritage Christian Academy, located at 1408 S. Goliad in Rockwall, TX – across from AutoZone.

In the US alone, approximately 630 million pairs of shoes are thrown away per year. The materials used to manufacture a pair of shoes are created from chemical compounds that will create health hazards if left to disintegrate openly or in landfills. By donating your gently worn, used shoes to **Heritage Christian Academy**, your shoes are given a second chance to make a difference. All donated shoes will be redistributed to microenterprise partners through Funds2Orgs and used in developing nations for impoverished people to start, maintain, and grow a unique business opportunity to feed, clothe, and house their families.

"We are very excited to be conducting this shoe drive in the Lake Ray Hubbard community" notes Beth Cathey, Shoe Drive Coordinator for the Class of 2016 at HCA. "This campaign will raise funds that directly benefit the Class' own projects with the more important additional advantages of impacting the lives of the poor and diverting shoes from the waste stream to create commerce and sustainability in peoples' lives to make this a win-win for everyone," said Cathey. "Our goal is to **collect 7,500 pairs of shoes by Christmas Day**. The only way we can do that is if community members step up and help. I am calling on everyone to clean out their unwanted, gently worn, used shoes and donate them to us. We'll take any size shoe, any kind, any condition (muddy or sandy or wet!)."

If you, or a local organization, are interested in learning more about this opportunity or participating in your own shoe drive you may contact Beth Cathey by phone at 972-571-8644 or email at bethcathey1@me.com.

###