

Happy New Year!

My team & I send warm wishes to you and your families a wonderful 2019.

With Winter upon us, we are kicking off our 23rd Annual Shoe Drive to help those in need.

Please join us by taking a look in your closet to find those gently worn Winter Shoes & Boots that you can part ways with. Bring them in to any of our locations in the Toronto Area to donate and we'll get them to those in need – full details below. We'll also pass along a \$50 thank you RW Gift Card for your donation.

Together as a community we have helped collect and distribute over 45,000 pairs to date – but there is much more work to be done.

Thanks you in advance for your support & may 2019 bring you only good things,

# RON WHITE HONOURS SHOE DRIVE'S LEADING LADIES

ANNUAL EVENT CELEBRATES 23 YEARS!



VANESSA WILLIAMS



CELINE DION



SARAH McLACHLAN



SOPHIE TRUDEAU



RACHEL McADAMS



LISA LaFLAMME



JANN ARDEN



JEANNE BECKER



CATHERINE O'HARA

## DONATE YOUR GENTLY USED WINTER FOOTWEAR NOW TIL FEB 3<sup>rd</sup>

Leaside  
647.347.5550

Sherway Gardens  
416.621.1411

Bayview Village  
416.221.7002

Downtown Oakville  
905.844.3668

Manulife Centre  
416.964.6400

Spread the word by posting  
a picture of your donation

#RWShoeDrive



IN SUPPORT OF

**GIFTS of LIGHT**

**DRESS FOR SUCCESS®**  
TORONTO

**new circles** | **glow**  
clothing • connections • community

FOR IMMEDIATE RELEASE

# RON WHITE

## RON WHITE CELEBRATES THE LEADING LADIES OF CANADA'S LARGEST SHOE DRIVE

*Annual event marks 23<sup>rd</sup> Year in Toronto*

**TORONTO – January 3, 2019** – Celebrating 23 years of hosting Canada's largest shoe drive, Canadian shoe designer Ron White is proud to kick off the new year with the launch of his annual shoe drive today, **January 3, 2019**.

Over the last twenty-three years, celebrities from around the globe have donated their shoes in support of the cause and this year, Ron White pays tribute to the many "leading ladies" for their support, including **Celine Dion, Rachel McAdams, Vanessa Williams, Catherine O'Hara, Sarah McLachlan, Jann Arden, Sophie Trudeau, Jeanne Beker and Lisa Laflamme**.

Beginning **Thursday, January 3, 2019**, the public is invited to join the movement and donate gently worn footwear for men, women and children at any Ron White retail location in the GTA.

"With over 40,000 pairs donated to date, we know we can have an impact on our partner organizations at this important time of year," **said CEO and Creative Director Ron White**. "The event's global celebrity support has taken our message far and wide and I want to thank everyone – especially the generous leading ladies over the years – for their efforts. Let's make this the biggest year yet!"

The teams at Ron White's retail locations collect donated items, clean and sort them and distribute them to GTA organizations. This year's charitable partners include **CAMH (Centre for Addiction and Mental Health) Foundation's Gifts of Light** and *Suits Me Fine* programs, the **New Circles GLOW** clothing program and **Dress for Success** Toronto. Shoe drive collections continue **through Sunday February 3<sup>rd</sup>** and as a special thank you, Ron White Shoes offers all donors **\$50 towards a future purchase**.

"We are calling out the generous leading ladies this year as a reminder that we need dressy footwear as much as winter staples for men and women! I invite everyone to share a photo of themselves holding their donation – and **tag us at #RWShoeDrive**" **said Ron White**. "Help raise the awareness and get your friends and family to follow in your footsteps and make a difference!"

FOOTWEAR DONATIONS ACCEPTED AT ALL RON WHITE SHOES RETAIL LOCATIONS:

Manulife Centre, 55 Bloor St W.  
Bayview Village, 2901 Bayview Ave  
Sherway Gardens, 25 The West Mall  
Downtown Oakville, 189 Lakeshore Rd East  
Leaside, 1553 Bayview Avenue

**ABOUT RON WHITE SHOES**

Ron White brings the world beautiful shoes that feel wonderful. As CEO and Creative Director of Ron White Shoes, he became famous for creating the world's first All Day Heels®. With a loyal celebrity following, he designs his namesake collections for men and women and is often referred to as Canada's *ShoeRu*. He was named International Retailer of the Year by Condé Nast in 2011, and has five retail locations and an international website. Ron also dedicates his time to the Ron White Foundation, which focuses on raising funds, education and awareness for human rights issues. For more information, visit [www.RonWhiteShoes.com](http://www.RonWhiteShoes.com).

**For more information, high-res images or interview requests, please contact:**  
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