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## PRESS RELEASE

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### **RED WING SHOES, LOCAL DOCTORS AND THE NON-PROFIT “OUR HEARTS TO YOUR SOLES” COLLABORATE TO PROVIDE SHOES TO THOSE IN NEED**

**WHAT:** “*Our Hearts to Your Soles*” will be distributing thousands of Red Wing shoes and boots to the homeless in shelters at approximately forty U.S. cities, including Minneapolis.

**WHERE:** St. Stephen’s Human Services  
2123 Clinton Avenue South, Minneapolis, MN 55404

**WHEN:** Tuesday, November 22, 2011 between 5pm and 7pm

**EDINA AND RED WING, MN** – On Tuesday, November 22, 2011 between 5pm and 7pm, “Our Hearts to Your Soles”, a local non-profit working in conjunction with “Soles4Souls”, a national non-profit, will be distributing thousands of Red Wing shoes and boots to homeless shelters in approximately forty U.S. Cities, including Minneapolis. This year marks the sixth year the Twin Cities has been involved in the program. The local event will be held at St. Stephen’s Human Services located at 2123 Clinton Ave S, Minneapolis, MN 55404.

Local physicians, surgeons, nurses, physical therapists, their families, and a host of volunteers are organizing the event in tandem with “Our Hearts to Your Soles” and “Soles4Souls”. Dr. Lance Silverman, an [Orthopedic Surgeon](#), and Chris Boosalis, Minnesota Prosthetics and Orthotics are spearheading the local event. Silverman Ankle & Foot provides the financial support for the event.

Dr. Silverman saw a need in the community and recognized the value of partnering with “Our Hearts to Your Soles” to fill that need. “I wanted to help

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those that couldn't get proper footwear because of economic and societal challenges they faced," said Silverman. "The homeless in the Twin Cities are at significant risk given our winter weather. Snow and ice increase the risk of injury from slips and falls and the temperatures can cause frostbite if proper footwear is not available. As an ankle & foot specialist, I wanted to help."

Historically the event has provided nearly 500 needy individuals with socks, shoes and a professional medical examination, all at no charge.

### **About Red Wing Shoe Company**

Founded in 1905 in the quiet river town of Red Wing, Minnesota, the Red Wing Shoe Company has consistently crafted dependable boots for working men and women. Today, Red Wing boots are found around the globe. They have recently donated more than 10,000 pairs of high quality Red Wing footwear to Soles4Souls Inc., the international shoe charity dedicated to providing free footwear to people in need. More than 500 pairs of shoes and boots are reserved for the Minnesota event. [www.redwingshoes.com](http://www.redwingshoes.com)

### **About Soles4Souls**

Nashville-based Soles4Souls™ facilitates the donations of both new and used shoes, which are used to aid the hurting worldwide. Since its inception, Soles4Souls has distributed millions of pairs (one pair every 9 seconds) to people in over 60 countries, including Honduras, Romania, Thailand, and the Sudan. The charity has been featured on CNN Headline News, NBC Nightly News with Brian Williams, ABC News, FOX, CBS, and hundreds of regional news outlets across North America. Soles4Souls is a 501(c)(3) recognized by the IRS; donating parties are eligible for tax advantages. [www.soles4souls.org](http://www.soles4souls.org) [www.giveshoes.org](http://www.giveshoes.org) or 866-521-SHOE.

### **About Our Hearts to Your Soles**

Seven years ago Matthew Conti and his father Dr. Stephen Conti, an orthopedic surgeon created the unique non-profit organization known as "Our Hearts to Your Soles." Laura Conti, Matthew's sister who, at 20 years old, is expanding the organization into a nationwide network, currently manages the program.

With help and support from Soles4Souls and Red Wing Shoes, each November, Our Hearts to Your Soles screens, fits and provides footwear to thousands of homeless men and women.

The Minnesota chapter of Our Hearts to Your Soles relies on local support for success. *Minnesota Prosthetics and Orthotics, Silverman Ankle & Foot and Red Wing Shoes* have once again generously provided this year's financial backing.



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“Our Hearts to Your Soles” is in need of donations. Volunteers facilitate program administration; virtually 100% of your donation will go directly to the homeless. Just \$15 can give a foot examination and a pair of new shoes and socks to one person!

### **About Silverman Ankle & Foot**

Silverman Ankle & Foot is your choice for excellence in foot and ankle care in the Midwest. We are committed to providing each and every patient with the highest standard of care - and the personal attention they deserve. Working one-on-one with patients, Dr. Silverman provides a comfortable and understanding environment - with your health and personal well being his top priority. For more information call (952) 920-4333 Ext 5 or visit [www.anklefootmd.com](http://www.anklefootmd.com) or email [info@anklefootmd.com](mailto:info@anklefootmd.com).



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