

AU ♦Day Without Shoes♦ to raise awareness of children♦s plight

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Have you ever scored a two-for-one deal on your favorite pair of shoes? Did you give away that second pair to a child in need? On Thursday, Sept. 16, students, faculty and staff at Alfred University will lose their shoes to raise awareness about the impact a pair of shoes can have on a child's life during the first-ever "Day Without Shoes at AU." The AU community members will bring their bare feet together on the 16th to participate in events across campus, and gain an appreciation for their shoes. This day will help them to further understand the importance of providing shoes to children in need across the world. This idea, inspired by TOMS shoes, a Los Angeles-based shoe company, is celebrated each year across the nation and was brought to AU by senior marketing student Jessica Marble of Wellsville. Marble interned at Buzztone, a marketing agency in Los Angeles during summer 2010 where she worked closely on a TOMS shoes campaign. After learning about the company's values, she was inspired by the "One for One" concept and decided to share her passion with her alma mater, serving as a TOMS campus representative. Beginning Monday, Sept. 13, members of the community will be able to demonstrate their commitment to go a day without shoes by signing a pledge banner on campus. This banner will then be displayed on the 16th at the Powell Campus Center, to inspire others to show their toes for the cause. On Wednesday Sept. 15, Marble will host two, one-hour screenings of the TOMS shoes story, for community viewing. The programs will run at noon and 8:45 p.m. in Nevins Theater, Powell Campus Center. Marble, a graduate of Wellsville High School, is a daughter of Jim and Janet Marble of Wellsville. She has been active on the AU campus in a number of capacities including membership in the Women's Leadership Academy, as president of the Students of Marketing at AU-American Marketing Association, and serving as co-chair of the campus Passionately Pink for the Cure breast cancer awareness campaign. For more information about TOMS shoes, visit www.tomsshoes.com, or visit <http://www.onedaywithoutshoes.com> to learn more about the Day Without Shoes Movement.