

Matt Damon Robert Kennedy Jr. The Tenors  
David Foster Sarah McLachlan  
Paul Anka Dina Pugliese Eric McCormack Celine Dion  
Chantal Kreviazuk Jeremy Irons Arlene Dickinson  
Laureen Harper Monika Schnarre

**Have you donated yet?**

Follow in these famous footsteps.

#RWShoeDrive

20<sup>th</sup> Anniversary

Russell Peters Hilary Duff  
Ben Mulroney  
Michael Cera Lisa LaFlamme Rachel McAdams  
Hayden Christensen Kevin Spacey Paul Gross  
Catherine O'Hara David Spade Jeanne Beker Jann Arden

Donate your gently worn winter footwear now until January 31st

**camh**  
FOUNDATION



**RON WHITE**

# RON WHITE

## Ron White celebrates 20<sup>th</sup> Anniversary of Canada's Largest Shoe Drive

Dedicated donations will help welcome Syrian refugees to Toronto

**TORONTO – January 6, 2016** – This New Year is a special one as Ron White Shoes celebrates its 20<sup>th</sup> Annual Shoe Drive, the largest in Canada. Torontonians and Canadian celebrities from **Russell Peters, Celine Dion, Hayden Christensen, Mayor John Tory** and many more have donated their shoes to raise awareness. Beginning **Thursday January 7, 2016**, people are invited to donate gently worn winter footwear for men, women and children at any Ron White Shoes retail location in the GTA.

“Even though we’re experiencing milder weather this winter, the need for warm footwear is always present. There are many new families in our communities who have not experienced the Canadian winter – and we want to be ready for them,” said CEO and Creative Director **Ron White**. “As we celebrate 20 years of this initiative, we are dedicating a significant portion of our donations this year to the New Circles *GLOW* clothing program to help Syrian refugees who are new to the city.”

Adding to the over 35,000 pairs collected by Canada’s largest shoe drive to date, donated footwear is sorted, cleaned and distributed to GTA organizations who help those that don’t have access to basic necessities. This year’s charitable partners include the **CAMH (Centre for Addiction and Mental Health) Suits Me Fine** program and the **New Circles GLOW** clothing program.

“New Circles works to build strong and caring communities where everyone has access to the resources they need. Most recently, we have opened our doors to welcome the Syrian refugees arriving in the city of Toronto and we are grateful to partner with Ron White Shoes,” said **Poppy Phioukham**, Program Manager, New Circles. “The Ron White Shoe Drive will help us to welcome the newest members of our community, and at the same time assist the many people we serve who have ongoing needs.”

All shoe collections continue through January 31<sup>st</sup> and as a thank you, Ron White Shoes offers all donors \$50 towards a future purchase.

“This year we want to leverage social media to increase awareness and double our collection goal. We plan to start with tagging our favourite donor, Celine Dion, on her new Instagram account,” said Ron White. “We ask everyone to tag #RWShoeDrive and show us what you’re donating – let’s flood the airwaves and donate!”

### WINTER 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 known 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 e-boutique. 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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