

# STEPPING IT UP TO MAKE A DIFFERENCE!

OVER  
40,000 PAIRS  
DONATED TO  
THOSE IN NEED

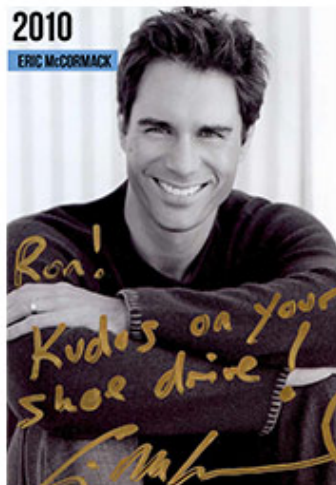
LOOKING BACK AT THE  
GENEROUS SUPPORT OF  
OUR CELEBRITY FRIENDS  
OVER THE YEARS...



2006  
MATT DAMON



2008  
CELINE DION



2010  
ERIC MCCORMACK



2012  
RICO RODRIGUEZ



2013  
RACHEL McADAMS



2018  
VANESSA WILLIAMS



2015  
SARAH McLAHLAN



1994  
DINI PETTY



2014  
RUSSELL PETERS

CANADA'S LARGEST SHOE DRIVE  
CELEBRATES 22 YEARS

PLEASE DONATE YOUR GENTLY USED FOOTWEAR NOW TILL FEB 4<sup>TH</sup>

Spread the word by posting a picture of your donation [#RWShoeDrive](#)

FOR IMMEDIATE RELEASE

# RON WHITE

**VANESSA WILLIAMS, TIMELESS BEAUTY AND ICONIC STAR JOINS  
RON WHITE TO KICK OFF CANADA'S LARGEST SHOE DRIVE**

**TORONTO – January 4<sup>th</sup>, 2018** – Celebrating 25 years in the business, Canadian shoe designer Ron White is proud to kick off the New Year with the launch of his 22<sup>nd</sup> annual shoe drive on **January 4<sup>th</sup>, 2018**. Celebrities from around the globe including Canadians **Celine Dion, David Foster, Rachel McAdams, Eric McCormick** and **Toronto Mayor John Tory** have donated their shoes in support of the cause. Ron welcomes new shoe donor, Emmy, Tony and Grammy nominee **Vanessa Williams** to this year's drive. Beginning **Thursday, January 4<sup>th</sup> 2018**, the community is invited to donate gently worn footwear for men, women and children at any Ron White retail location in the GTA.

“Years ago we started with donations from celebrities as varied as **Jeremy Irons** and **Dini Petty** and have grown to include **Matt Damon, Rico Rodriguez, Russell Peters** and so many more who have helped raise awareness by donating their gently worn shoes. We put them on display during the drive to encourage fans to follow in the footsteps of their favourite celebrity and donate” , said CEO and Creative Director **Ron White**. “I am moved by the generosity of Canadians over these last 22 years as they have helped by donating over 40,000 pairs to deserving organizations through Canada's largest shoe drive”.

Adding to the over 40,000 pairs collected to date, donated footwear is sorted, cleaned and distributed to GTA organizations. This year's charitable partners include **CAMH (Centre for Addiction and Mental Health) Foundation's Gifts of Light** program, the **New Circles GLOW** clothing program and **Dress for Success** Toronto.

“Through *Gifts of Light*, our patients receive tangible gifts such as toiletries, new socks and underwear and of course, shoes. Shoes are particularly important. Quite literally, shoes set our clients on the path for recovery, by providing them access to daily physical activities, helping prepare them for important events in their recovery, like job interviews and offers them the proper foot attire to endure the cold Canadian winter months,” said **Quinn Kirby**, manager of **CAMH** Foundation's *Gifts of Light* program.

Shoe drive collections continue **through February 4<sup>th</sup>** and as a special thank you, Ron White Shoes offers all donors **\$50 towards a future purchase of Ron White Label Shoes at any Ron White retail location.**

“Show us what you are donating this year. 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 on social media with the hashtag #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 CAN BE DROPPED OFF 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

**OR YOU CAN SHIP YOUR DONATION TO:**

Ron White Head Office in Toronto:  
1020 Lawrence Ave W, Suite 201 Toronto, ON, M6A 1C8 **Attn: Shoe Drive**

**ABOUT RON WHITE SHOES**

As CEO and Creative Director of Ron White Shoes, Ron became famous for re-engineering footwear and creating the world’s first All Day Heels®. This technology is found in all his collections with styles ranging from casual to formal for both him and her.

Ron White was named Independent Retailer of the Year by Conde Nast in 2011 (a Canadian first) and was inducted into the Sheridan College of Business Hall of Fame in 2007. He is known for dressing heads of state and royal family members, along with his loyal celebrity following.

Ron dedicates his time to a number of charitable initiatives including an annual Breast Cancer Fundraiser now in its 21<sup>st</sup> year, Canada’s largest Shoe Drive celebrating its 22<sup>nd</sup> anniversary and through his White Knight Gala which raised over a million dollars for local charities dedicated to human rights causes. 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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