

# NORDSTROM

## 15,000 Kids To Receive The Gift Of New Shoes This Holiday Season

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**Nordstrom and its customers partner with New Balance and nonprofit organization Shoes That Fit to help children in need**

SEATTLE, Oct. 27, 2014 /PRNewswire/ -- Nordstrom is continuing its tradition of giving back during the holiday season – this year in the form of 15,000 pairs of shoes! The Seattle-based fashion specialty retailer is again partnering with its customers, New Balance and the nonprofit organization Shoes That Fit through its Holiday Giving Program to provide new athletic shoes to children in need across the U.S.

"It's remarkable what a pair of new, well-fitting shoes can do for a child and their self-esteem," said Amy Fass, executive director at Shoes That Fit. "When a child feels comfortable and confident, they're better able to succeed and thrive at school, on the playground and at home. We're so happy that Nordstrom and New Balance are working with us to make that happen."

Starting November 1 through December 24 at all U.S. Nordstrom shoe departments and Nordstrom Rack store check outs, customers can purchase \$10 giving cards. Each card goes toward the gift of one pair of shoes and includes the name and age of the child who will receive them during the holiday season. This year, customers can also purchase giving tags online through the Shoes That Fit website at [www.shoesthatfit.org/get-involved/nordstromcares](http://www.shoesthatfit.org/get-involved/nordstromcares).

"It's really a privilege to partner with New Balance, Shoes That Fit, and most importantly, our customers, to make this a memorable holiday season for so many children and their families," said Scott Meden, executive vice president, general merchandise manager of shoes at Nordstrom. "We're excited to not only continue this great holiday tradition, but also for the opportunity to reach even more children than we have in years past."

Shoes That Fit has been the Nordstrom Holiday Giving Program beneficiary since 2010. In that time, thanks to the generosity of Nordstrom customers, 43,700 pairs of New Balance shoes have been donated.

"New Balance is proud to join Nordstrom and Shoes That Fit to ensure thousands of children nationwide get a gift of athletic shoes this holiday season through the Nordstrom Holiday Giving Program," said Jeff Ressa, Strategic Account Manager at New Balance. "This wonderful annual tradition not only helps meet a basic need, it inspires children to lead more active and healthy lifestyles."

### About Nordstrom

Nordstrom, Inc. is a leading fashion specialty retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 289 stores in 38 states, including 118 full-line stores in the United States and one in Canada; 167 Nordstrom Racks; two [Jeffrey](#) boutiques; and one clearance store. Nordstrom also serves customers through [Nordstrom.com](#); [Nordstromrack.com](#); online private sale site [HauteLook](#); and [Trunk Club](#), a personalized clothing service. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

### About Shoes That Fit

Shoes That Fit is the largest nonprofit provider of new shoes for children in the United States. Founded in 1992, the organization's mission is to provide new shoes to children in need so they can attend school in comfort and with dignity, better prepared to learn and play. Working with schools that have a high percentage of students eligible for the free or reduced price lunch program, Shoes That Fit has provided more than 1.3 million pairs of new shoes and other necessities to children in more than 1,800 schools in 45 states and the District of Columbia. Shoes That Fit has earned nonprofit watchdog Charity Navigator's highest 4-star rating for the fourth consecutive year. More information is available at [www.shoesthatfit.org](http://www.shoesthatfit.org).

### About New Balance

New Balance, headquartered in Boston, MA has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. New Balance is currently the only major shoe company that manufactures athletic footwear in the U.S.; in 2013, 1 out of every 4 pairs of shoes we sold in the U.S. was made or assembled here. New Balance owns five factories in New England and one in Flimby, U.K. New Balance employs more than 4,000 associates around the globe, and in 2013 reported worldwide sales of \$2.73 billion. To learn more about how New Balance Makes Excellent Happen, please visit <http://www.newbalance.com>.

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