

NORDSTROM

Nordstrom Kicks off 13th Annual Giving Campaign with \$1 Million Goal for Shoes That Fit

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This fall, we are once again teaming up with Nike, Shoes That Fit and our customers to help local kids begin their school year with confidence and joy. Together, we reached a milestone and [exceeded our \\$1 million goal last year](#) by raising the most funds yet. We're excited to raise the bar once again.

From August 14 through October 14, we're inviting customers to participate in our 13th annual Shoes That Fit giving campaign with a goal of raising more than \$1 million to provide a record **50,000** pairs of Nike shoes for kids in need!

"We're excited to team up with Shoes That Fit and Nike again to help 50,000 youth start off their school year on the right foot," said Jamie Nordstrom, chief stores officer at Nordstrom. "Nordstrom started as a shoe store 122 years ago and this campaign is an authentic and meaningful way for us to give back to our community. New shoes can do wonders for a kid's self-esteem."

Shoes Make an Impact

Shoes are one of the most expensive items that families need to purchase at the beginning of the school year. Having a good pair of shoes is a key part of a child's success in school. [Shoes That Fit](#) tackles one of the most visible signs of poverty in America by giving children in need new athletic shoes to attend school with dignity and joy.

Since 2010, Nordstrom and customers have provided more than 330,000 pairs of brand-new, properly fitting athletic shoes to kids in the local communities where we operate.

"We are thrilled to be partnering with Nordstrom for the 13th year! By providing brand new Nikes, Nordstrom makes a lasting impact on kids' lives, enabling them to attend school, participate in sports, and enjoy everything childhood has to offer. They understand the importance of investing in children, and we are truly thankful for their continued partnership," said Amy Fass, CEO and Executive Director of Shoes That Fit.

Get Involved

From August 14 through October 14, customers can donate to the Shoes That Fit campaign in one of three ways:

- Visit any Nordstrom, Nordstrom Rack or Nordstrom Local store to purchase a \$10 Shoes That Fit giving card
- Add a \$1 or \$5 donation at check out at [Nordstrom.com](#) or [NordstromRack.com](#)
- Make an online, tax-deductible donation at [www.shoesthatfit.org/Nordstrom](#)

One hundred percent of the funds raised go directly towards providing a child with a new pair of Nike shoes.

Shoe Delivery

At the end of the campaign, the Nike sneakers will be distributed to children at elementary schools with a high percentage of students who qualify for free and reduced lunch programs across the United States. In Atlanta, Chicago, Denver, Los Angeles, New York City, Portland and Seattle, Nordstrom employee volunteers will host shoe delivery events at eight local elementary schools – our most events yet. All students will leave with their brand-new Nike shoes, complete with a shoe customization station provided by Nordstrom and additional items donated by Nike.