

NORDSTROM

Starting School on the Right Foot: Shoes That Fit Local Delivery Events

October 5, 2021



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 and can contribute to higher self-esteem. For the past 11 years, we have partnered with the non-profit organization Shoes That Fit to provide shoes to children in need. To date, we have provided over 240,000 pairs of brand-new, properly fitting shoes to kids in need in local communities. This year, along with our shoe delivery events in Chicago, New York and Seattle, we supported 488 schools by providing brand new sneakers to children in need.

"Each fall, our customers and employees look forward to the chance to help students across the country start school on the right foot with a pair of new sneakers," said Scott Meden, chief marketing officer at Nordstrom. "With many students returning to school for the first time since 2020, we are grateful to play a small part in setting them up for success as they reenter classrooms."

This year with Nike as the exclusive shoe partner, we committed to helping more than 40,000 kids start the school year right with a pair of Nike sneakers. With the help of our employees, we distributed the sneakers to students who qualify for free and reduced lunch programs across the United States by hosting delivery events at local elementary schools in Chicago, New York and Seattle. The delivery events featured school buses stuffed with shoes and field day activities. All students left with their brand-new Nike sneakers and a gift bag including a pair of socks donated by Nike.

For the second year we visited Bailey Gatzert Elementary school in Seattle, Randolph Elementary School in Chicago and Franklin D. Roosevelt Elementary School in New York where our shoe teams were on-site helping kids get fitted for their brand-new sneakers. We were excited to have four-time WNBA Champion and Seattle Storm guard, Jordin Canada join our shoe delivery event at Bailey Gatzert Elementary school. Students had the chance to meet the team's point guard and interact with the Seattle Storm mascot, Doppler.



