

# NORDSTROM

Celebrating 15 Years: Nordstrom and Shoes That Fit Team Up to Give 50,000 Kids a Fresh Start

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# SHOES THAT FIT

This year marks a milestone we're truly proud of—15 years partnering with Shoes That Fit to help kids start the school year on the right foot. Since 2010, with the support of our customers, we've delivered more than 430,000 pairs of new athletic shoes to children in need. Now, we're aiming higher, with our goal to raise \$1.7 million and provide 50,000 more kids with the confidence and joy that come with a brand-new pair of shoes.

#### **Why New Shoes Matter**

A good pair of shoes means more than just something to wear. It's a boost of confidence, a ticket to participate in gym class, the freedom to run and play, and a sense of belonging. For many families, new shoes are a luxury they simply can't afford.

"With its history in selling shoes, Nordstrom understands the importance of good shoes that fit in a child's life. One in seven children in the United States live in a low-income family, and shoes are one of the most expensive items for families to provide. Teachers tell us that the basic gift of a pair of good shoes has an enormous impact on a child's confidence, attendance and physical activity. We are so thankful to Nordstrom for their continued support making in investing in the future of children across the United States," said Amy Fass, Executive Director, Shoes That Fit.

#### **Our Most Ambitious Goal Yet**

From now through October 19, customers are invited to donate to the Shoes That Fit campaign to help us reach our \$1.7 million goal by:

- Adding a \$1, \$5, \$10 or \$25 donation at checkout on [Nordstrom.com](https://www.nordstrom.com) or [NordstromRack.com](https://www.nordstromrack.com)
- Purchasing a \$10 Shoes That Fit giving card at any Nordstrom, Nordstrom Rack, Last Chance or Nordstrom Local store
- Making an online, tax-deductible donation at [shoesthatfit.org/Nordstrom](https://shoesthatfit.org/Nordstrom)

Every dollar goes directly towards providing a new pair of shoes for a child in need and 100% of your donation makes a difference.

#### **Delivering Confidence Across the Country**

To celebrate 15 years, we're expanding our impact with 15 school shoe delivery events in 11 cities nationwide—including Atlanta, Chicago, Dallas, Denver, Los Angeles, Nashville, New Jersey, Phoenix, Portland, Seattle and Washington, D.C. Our employees will be on the ground, helping kids find their perfect fit and customizing their new kicks.

"Our partnership with Shoes That Fit is at the heart of what Nordstrom stands for—helping people feel good and look their best, starting from the ground up. Every year, I'm inspired by the generosity of our customers and employees who come together to make a real difference for kids in our communities. There's nothing like seeing a child's face light up when they receive a brand-new pair of shoes. It's a powerful reminder that small acts of kindness can have a big impact," said Tacey Powers, EVP and General Merchandise Manager for Shoes at Nordstrom.

#### **Let's Make an Impact Together**

We believe every child deserves to start the school year feeling confident, comfortable and ready to learn. Join us in making this our biggest campaign yet. Together, we can help 50,000 kids step into the school year—and toward a brighter future.

Learn more and get involved at [Nordstrom.com](https://www.nordstrom.com) or [Shoes That Fit](https://shoesthatfit.org).