
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

November 7, 2017

Ald. Milele A. Coggs
(414) 286-2994

Shoe drive helps empower local women and families overseas

Aldерwoman Milele A. Coggs is inviting the public to **donate men’s, women’s, and children’s shoes** that are in good condition. You can **drop-off** your shoe donations at **Milwaukee City Hall’s** first floor rotunda at **200 E. Wells Street**.

My Sista’s KeepHer is conducting the shoe drive through **November 16**. The goal is to raise funds for incentives that will benefit the F.I.R.E. Awards--Females in Recognition of Excellence. The F.I.R.E. Awards is a way to recognize young women making an impact on the Milwaukee community. My Sista’s KeepHer will earn funds from Funds2Orgs based on the total weight of the pairs of gently worn, used, and new shoes collected.

Funds2Orgs works with micro-entrepreneurs by helping them create, maintain, and grow small businesses in developing countries where economic opportunity and jobs are limited. Proceeds from the sales of the shoes are used to feed, dress, and house their families.

Alderwoman Coggs says, “This is a wonderful opportunity to support not only programs that recognize young women making positive changes in our community, it also helps families overseas. It is a win-win, and I urge residents to drop off their gently used or new shoes at City Hall.”

Additional drop-off sites include **Voluptuous Secrets** at 1740 N. Martin Luther King Drive, **Phat Cutz** at 6206 West Capitol Drive, and **Luci Boutique** at 706 N. Milwaukee Street. For more information contact: Shelly Conley, VP of Operations at My Sista’s KeepHer at (414)-301-3291.