



FOR IMMEDIATE RELEASE

August 8, 2016

MEDIA ADVISORY

EVENT: “No Shoes / New Shoes” Campaign helped hundreds Manassas Area Children

House of Mercy moved its “No Shoes/New Shoes” event up by three weeks this year to July 18, 19, and 20 in order to better accommodate participants. The goal this year was 163 pairs of shoes. However, they were able to distribute 179 pairs of shoes to 63 families. In addition, 48 children received “fully loaded” backpacks.

The “No Shoes / New Shoes” event is now in its sixth year of providing new shoes to children living in Manassas and throughout northern Virginia. House of Mercy (HOM), a non-profit humanitarian organization, makes the shoes available as part of their assistance program. Clients must take at least one free class, such as Money Management, ESL, GED Math, or Cooking and Nutrition, in order to qualify for the shoes. Providing shoes is a meaningful way to reward parents who take the class.

Children love to look their best with their own personal style. When children feel good about themselves, their self-esteem is increased and confidence rises. New, fashionable shoes give children a sense of belonging, fostering a sense of inclusion. In addition to comfort, it has been proved¹ that having a nice pair of shoes reduces bullying, and improves school attendance

As children get ready to head back to school, new shoes can be one less worry to client parents who must buy required supplies and clothing in preparation for the new school year.

About the House of Mercy

The House of Mercy is a Catholic-based humanitarian nonprofit organization located in Manassas, Virginia. Founded by the Missionaries of Our Lady of Divine Mercy on January 6, 2005, the organization is dedicated to serving the poor, marginalized and forgotten by sharing the message of God’s mercy to others. The House of Mercy offers a variety of programs to the community including:

¹ *Russell W. Belk (2003), "Shoes and Self", in NA - Advances in Consumer Research Volume 30, eds. Punam Anand Keller and Dennis W. Rook, Valdosta, GA : Association for Consumer Research, Pages: 27-33.*

- Food Pantry
- Meal Packing (service project)
- Free and discounted clothing
- Thrift Store
- New Shoe Program for Kids
- School Supplies
- Computer Lab
- Formation Classes
- Christmas Assistance

DATE/TIME: House of Mercy always accepts new shoe donations for those who are less fortunate, by the grace of God.

LOCATION:

8170 Flannery Court
Manassas, VA 20109

Contact: Ann Cimini
Executive Director
House of Mercy
8170 Flannery Court
Manassas, VA 20109
703-659-1636
help@houseofmercyva.org

Caption:

A whole family at the 2016 House of Mercy Shoe distribution proudly displays the shoes they have received as part of the “No Shoes / New Shoes” campaign.

