



The Midnight Mission

Making a Difference Since 1914

601 South San Pedro Street, Los Angeles, California 90014 213.624.9258 www.midnightmission.org

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Soles4Souls, the Shoe Charity, Partners with Fox Entertainment and The Midnight Mission in Los Angeles for “Barefoot Thursday” on June 4, 2009

LOS ANGELES, CA and NASHVILLE, TN -- Soles4Souls Inc., the international shoe charity dedicated to providing a free pair of shoes to people in need, announced that it is partnering with Fox Entertainment and The Midnight Mission in Los Angeles to distribute 4,000 pairs of new shoes to homeless people on Thursday, June 4, 2009.

"At a time when there's so much need in the world around us, we are thrilled to partner with Soles4Souls and The Midnight Mission," said Julie Henderson, SVP Corporate Communications, Fox Entertainment Group. "This partnership allows us the opportunity to enhance the quality of life for so many in our community."

"We are deeply honored to have the support of Fox Entertainment and The Midnight Mission," said Wayne Elsey, Founder & CEO of Soles4Souls. "This event is a key part of our Barefoot Week celebration, which serves to bring people together over a common goal -- to help those who are less fortunate with the simple gift of shoes," he said.

The distribution event will be held at The Midnight Mission (located at 601 South San Pedro Street, Los Angeles, California 90014), and will begin at 3:00 pm and run until 5:30pm.

"We are absolutely delighted to partner with Soles4Souls to provide shoes for Skid Row's neediest people," said Larry Adamson, President of The Midnight Mission. This represents the type of community partnerships necessary to protect our service delivery infrastructure, particularly during these trying economic times."

"We want to invite all Californians to join hundreds of thousands of Soles4Souls supporters around the world in participating in Barefoot Week," said Wayne Elsey. "Our charity thrives on the active involvement of everyday people making the decision to step up and help less fortunate people, both here in the United States and around the world," he said.

During Barefoot Week, Soles4Souls will be distributing more than 50,000 pairs of new shoes in the United States while it also collects "gently worn" shoes from the general public during thousands of concurrent shoe drives at retailers, schools, churches and community centers.

Celebrities are also lending their support of Barefoot Week in hopes of encouraging more participation with the charity's programs. Scarlett Johansson, who previously donated 2000 pairs of new shoes from her own line of Reebok footwear, is lending her name to help raise publicity about Barefoot Week. Other celebrities, such as Antawn Jamison, Jessica Simpson, Kellie Pickler, Luke Perry, Riddick Bowe, Arnold Palmer, Tom Watson, Amy Grant and Chris Hope have also voiced their support for the weeklong series of events.



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About Soles4Souls

Nashville-based Soles4Souls™ facilitates the donations of both new and used shoes, which are used to aid the hurting worldwide. Soles4Souls has distributed more than 5 million pairs (currently donating one pair every 13 seconds) to people in over 125 countries, including Honduras, Uganda, Romania, and the United States. The charity has been featured recently in Runner's World and the Green Guide by National Geographic. It has also appeared on CNN, NBC, ABC, FOX, CBS, and hundreds of regional outlets around North America. Soles4Souls is a 501(c)(3) recognized by the IRS; donating parties are eligible for tax advantages. Visit www.giveshoes.org for more information.

About Fox Entertainment Group

Wholly owned by News Corporation, Fox Entertainment Group operates businesses in all segments of broadcast, cable, film and digital entertainment. The group is comprised of highly successful film and television studios including Twentieth Century Fox Film, Twentieth Century Fox Television and Fox Television Studios; leading broadcast networks FOX and MyNetworkTV; 27 local television stations; and an extensive collection of cable entertainment, news and sports programming networks including Fox News, Fox Business Network, Fox Sports Net, Fuel, FX and National Geographic, among others. Fox Entertainment Group also operates Fox Interactive Media, the number one online network in the U.S. and home to the world's leading social networking site, MySpace. Additionally, Fox Entertainment Group oversees Hulu, News Corp.'s critically acclaimed online video joint venture with NBC Universal.

About The Midnight Mission

Established in 1914, The Midnight Mission provides a myriad of services to the individuals of Skid Row to help them build a bridge to self-sufficiency. Offering basic subsistence services, educational opportunities and jobs, the Mission believes in extending a hand up not a hand out. It presents life-changing therapies like drug and alcohol treatment, medical and legal services, with the goal of ending homelessness and despair for countless men, women and children. The Mission offers these services at no charge to anyone who walks through their doors at Sixth and San Pedro Streets in downtown Los Angeles. Largely privately funded, The Midnight Mission is a California 501(c)(3) nonprofit corporation.

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