



## PRESS RELEASE

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# Dominion Riverrock is collecting used sneakers for the Green Sneakers program

**Festival to take place on May 13-14, 2011 on Brown's Island**



## GREEN SNEAKERS

Dominion Riverrock is partnering with Green Sneakers, a program that was developed and created by Crown Ministry Group to make used tennis shoes available as affordable footwear in developing countries.

Dominion Riverrock is calling on all event participants and spectators to help us help others by dropping off any used or unwanted sneakers to the Green Sneakers tent located on Brown's Island during Dominion Riverrock. These shoes will be recycled for third world use, and Green Sneakers will donate \$0.50/lb of tennis shoes (shoes average 2lbs each, so that's roughly \$1/pair!) to the James River Fund. **Please leave the laces in your shoes and tie each pair together by the laces!**

Through the use of the GreenSneakers program, charities are able to raise the funds they require to meet local needs, all while helping support needs on a global scale through the reuse of collected sneakers as affordable footwear to people in need around the world. This activity greatly improves economic conditions in developing nations and provides sustainable job opportunities where they otherwise would not exist. In cases of great humanitarian need, collected sneakers are distributed through reputable relief agencies with the appropriate mechanisms in place to effectively engage in this level of aide.

**For more information about Dominion Riverrock or the GreenSneakers program,  
please visit [www.dominionriverrock.com](http://www.dominionriverrock.com)**

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