

NORDSTROM

Nordstrom Kicks Off 14th Annual Shoes That Fit Giving Campaign with \$1 Million Goal

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We're once again teaming up with Shoes That Fit, and our incredible customers to help local kids step into the school year on the right foot. From July 29 through October 19, we're inviting customers to join us for our 14th annual Shoes That Fit giving campaign. We aim to continue last year's success by raising **\$1 million** to provide **50,000 pairs** of brand-new athletic shoes for children in need.

Since 2010, Nordstrom and our customers have provided more than 380,000 pairs of brand-new, properly fitting athletic shoes to kids in the local communities where we operate.

"We are excited to partner with Shoes That Fit to support over 50,000 students as they begin their school year," says Tacey Powers, EVP and GMM of Footwear and Kids Apparel at Nordstrom and Board Member of Shoes That Fit. "This program is one that we look forward to every year and serves as a special nod to our heritage, as Nordstrom began as a shoe company 123 years ago. Providing new shoes is a powerful way to boost children's confidence and well-being, making a significant impact in their lives. We are proud to bring our customers and employees together in this important work and continue our commitment to giving back to our communities."

Make an Impact with Brand-New Athletic Shoes

A good pair of shoes is essential for a child's success in school, and shoes are one of the most expensive items families need to purchase each fall. Shoes That Fit tackles one of the most visible signs of poverty in America by giving children in need brand-new athletic shoes, enabling them to attend school with dignity and joy.

"We are thrilled to be partnering with Nordstrom for the 14th year! By providing brand new shoes, Nordstrom makes a lasting impact on kids' lives, enabling them to attend school, participate in sports, and enjoy everything childhood has to offer. They understand the importance of investing in children, and we are truly thankful for their continued partnership," said Amy Fass, CEO and Executive Director of Shoes That Fit.

Get Involved with Our Campaign

From July 29 through October 19, customers can donate to the Shoes That Fit campaign by:

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

One hundred percent of the funds raised go directly towards providing a child with a new pair of shoes.

Help Us Deliver Confidence and Joy from Coast to Coast

At the end of the campaign, the athletic shoes will be distributed to children at elementary schools with a high percentage of students who qualify for free and reduced meal programs across the United States. In Atlanta, Chicago, Denver, Los Angeles, New York City, Portland and Seattle, Nordstrom employee volunteers will host eight shoe delivery events at elementary schools near our stores to ensure students find the perfect fit. All students will leave with their brand-new shoes, complete with a customization station that offers them colorful laces and charms.

Join us in making a difference in the lives of thousands of children by participating in the Shoes That Fit giving campaign. Together, we can help kids step into the school year with confidence and joy.

For more information, visit [Nordstrom.com](https://www.nordstrom.com) or [Shoes That Fit](https://www.shoesthatfit.org).