

Shoe Carnival Joins Forces with Soles4Souls Again

Written by Aubree Schroeder
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EVANSVILLE, IN & NASHVILLE, TN –April 29, 2009- Shoe Carnival and Soles4Souls are partnering for the second straight year on a promotion aimed at putting shoes on the feet of people who need them most. From May 6th until May 26th, all Shoe Carnival customers will have the opportunity to donate \$1 during checkout, which will go directly to helping people in need.

Funds raised during the Shoe Carnival promotion will be applied toward sending a new pair of shoes to victims of natural disasters or those living in extreme poverty, both here in the United States and around the world.

"Shoe Carnival is proud to continue our support of Soles4Souls through this exclusive fundraising program," said Todd Beurman, Senior Vice President of Marketing for Shoe Carnival. "Their mission to provide shoes for those in need is a message that resonates with our customers. The funds raised in our stores will make a meaningful impact in the lives of people in need around the world."

"Shoe Carnival has consistently demonstrated a commitment to helping people in need," said Wayne Eley, Founder and CEO of Soles4Souls, Inc. "They are a valuable partner of our charity and their generosity through this unique program will directly benefit people in difficult circumstances. We appreciate their support and invite everyone to take advantage of this event at all Shoe Carnival locations," he said.

In addition to the fundraising program in all 300 Shoe Carnival stores, Soles4Souls and Shoe Carnival are partnering in seven major Shoe Carnival markets for shoe giveaways to local charities. Together, Soles4Souls and Shoe Carnival are donating thousands of new shoes to shelters and agencies in Atlanta, Tampa Bay, Jacksonville, New Orleans, Nashville, Cincinnati and Louisville.

For more details on the partnership, visit www.giveshoes.org .

About Shoe Carnival

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Shoe Carnival is a chain of more than 300 footwear stores located in the Midwest, South and Southeast. Combining value pricing with an entertaining store format, Shoe Carnival is a leading retailer of name brand and private label footwear for the entire family. Headquartered in Evansville, Indiana, Shoe Carnival trades on the NASDAQ Stock Market LLC under the symbol SCVL. Visit www.shoecarnival.com for more information.

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 4.3 million pairs (currently donating one pair every 17 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.