

# FLORIDA PUBLIC RELATIONS ASSOCIATION

Dick Pope/Polk County Chapter  
www.FPRApolk.org

PO BOX 1023  
BARTOW, FLORIDA 33831



December 13, 2009

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*FPRA is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida.*

To Whom It May Concern:

The **Dick Pope/Polk County Chapter of the Florida Public Relations Association (FPRA)** and **Florida Southern College** are partnering with Lighthouse Ministries, Inc., Salvation Army- Lakeland and Lake Wales Center to provide white, canvas TOMS Shoes to preschool and grade school children.

TOMS Shoes, Inc. was founded by Blake Mycoskie on a simple premise: With every pair you purchase, TOMS will give a pair of new shoes to a child in need. By the end of 2009, TOMS will have given over 500,000 pairs of new shoes to children in need all around the world, including at home in the U.S.

Blake has been profiled in People, The Oprah Magazine, Reader's Digest, TIME, Vogue, US, In Style, Lucky and many other media outlets. To learn more visit [www.tomsshoes.com](http://www.tomsshoes.com).

Our anticipated goal is to provide TOMS shoes to children in the three Polk County shelters listed above and TOMS will provide an additional pair to children in the U.S. or internationally. Most children in developing countries grow up barefoot and their primary mode of transportation is walking thus, as is proven, more illnesses and infections are picked up by bare feet!

Blake will be speaking to Florida Southern College students on February 17, 2010 on the One for One business model and will be encouraging young business entrepreneurs on *How to do Good and Make Money at the Same Time*. After speaking to FSC students, he will visit our local shelters as children paint and decorate their new TOMS canvas shoes.

Enclosed is a copy of our **Give a Gift that Gives a Gift** sponsor sheet. We need you to support this outstanding event! To join us, please fill in the sponsor sheet and forward a check, made out to FPRA, for your sponsorship by Friday, January 8 for us to purchase the shoes from TOMS. We feel certain this experience will be one you and/or your company will remember. We are grateful for your kind consideration and we look forward to your support to meet these basic needs for children, shoes both locally and internationally.

*Based in Sarasota and boasting 1,500 members, FPRA is the nation's oldest PR professional organization. For information about the Dick Pope Polk County Chapter of FPRA and our involvement in the campaign visit the chapter's website [www.fprapolk.org/home](http://www.fprapolk.org/home).*

Warm regards,

  
Shirley Whitney  
DP/PC FPRA Community Involvement Chair

  
Teresa O'Brien  
DP/PC FPRA Vice President