

Mountain High Outfitters Hosts Barefoot Day

Huntsville, AL (April 5, 2011) - Today, April 5, the employees at Mountain High Outfitters, located at Bridge Street Town Centre, will go without shoes for the One Day Without Shoes Campaign. It might be cold or wet, it'll probably be uncomfortable, and their feet will certainly get dirty, but by doing so, they are helping to raise awareness of the impact a simple pair of shoes can bring to a child's life.

"One Day Without Shoes is the day we raise awareness of the impact a pair of shoes can have on a child's life by taking off our own," says Andre O'Neil, manager at Mountain High Outfitters.

One Day Without Shoes is an annual event hosted by TOMS Shoes in which students, friends, parents, strangers, and co-workers host or participates in events without shoes. Some go without shoes for an hour, some for the whole day, but all become a part of a greater movement toward change.

Healthy, educated children have a better chance of improving the future of their entire community. Most children in developing countries grow up barefoot. Some of these children must walk without shoes for miles to school, or to get clean water and medical help. Hundreds of millions of children are at risk of injury, infection and soil transmitted diseases that most can't afford to prevent or treat. In Ethiopia alone, approximately 1 million people are suffering from a debilitating disease called podoconiosis, which is 100% preventable with basic hygiene and shoes.

TODAY-Mountain High Outfitters is encouraging everyone to lead by example by going barefoot to be a part of One Day Without Shoes.

For More Information Visit: <http://www.onedaywithoutshoes.com/>

The TOMS Story

TOMS Shoes was founded in 2006 by Blake Mycoskie, inspired by a trip to Argentina where he saw extreme poverty and health conditions, as well as children walking without shoes. That's when he recognized the traditional Argentine alpargata shoe as a simple, yet revolutionary solution. He quickly set out to reinvent the alpargata for the U.S. market with a simple goal: to show how together, we can create a better tomorrow by taking compassionate action today.

To realize this mission, Blake made a commitment to match every pair of TOMS purchased with a pair of new shoes to a child in need. One for One. "I was so overwhelmed by the spirit of the South American people, especially those who had so little," Mycoskie said. "And I was instantly struck with the desire — the responsibility — to do more."

During its first year in business, TOMS sold 10,000 pairs of shoes. Blake returned to Argentina the following year with family and friends and gave back to the children who had first inspired him. As of April 2010, TOMS has given over 600,000 pairs of new shoes to children in need through our giving partners around the world. TOMS now gives in over 20 countries and works with charitable partners in the field who incorporate shoes into their health, education, hygiene, and community development programs.

-###-