

back on my feet?



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Back on My Feet, The Nonprofit That Helps Homeless Through Running, to Share in Charm City Run's Grand Re-Opening and Launch of Donation Campaign

BALTIMORE -- Back on My Feet, the nonprofit that promotes the self-sufficiency of homeless populations by engaging them in running, is honored that it has been asked to celebrate **Charm City Run's grand re-opening** and the start of their **Back on My Feet Donation Campaign** with them, announced Baltimore chapter Executive Director **Sera Snyder**.

A running and walking specialty company that is committed to fitting every customer in the "right" shoe, Charm City Run has recently undergone an expansion of their store. To celebrate, they are holding a running-centric event jointly with Back on My Feet to show off the nonprofit's mission and the store's renovations.

The running store has also pledged to donate 15 pairs of sneakers to Back on My Feet members. Beforehand, Back on My Feet Baltimore residential and non-residential members will participate in a 14-16 mile training run with Charm City Run's half marathon and marathon groups.

"Charm City Run partnered with Back on My Feet Baltimore from the very beginning, when we launched the chapter in March 2009," said Snyder. "They continue to support our mission of combating homelessness."

MEDIA ALERT:

WHAT?: Back on My Feet/Charm City Run Co-Hosted Grand Re-opening and donation drive kickoff

WHEN?: Aug. 14, 2010, Run starts at 7 a.m., **Shoe Fitting at 9 a.m.**

WHERE?: Charm City Run, 2045 York Road Timonium, MD 21093; (410) 561-3570
WHY?: Celebrate the re-opening of Maryland's beloved running store and benefit Back on My Feet members by supporting the donation of new sneakers

NOTES: Dozens of runners, including people experiencing homelessness, marathoners and Back on My Feet staff will be available for interview about their experience with the nonprofit's mission.

The runs start at 7:00 a.m and anyone is welcome to join. A light breakfast will be served after the run.
After the run, As many as 15 new Baltimore chapter members will be fitted for sneakers donated by Charm City Run.

Charm City Run is working closely with Back on My Feet to provide a sustainable model for procuring gear for organization members so that they have the proper attire and footwear whenever they pound the pavement.

The running store will be offering **donation "packages" that will cost \$40 each and put a pair of sneakers on an additional Back on My Feet Baltimore chapter members' feet.** Everyone who participates will receive a free Back on My Feet and Charm City Run technical shirt. This campaign kicks off Saturday, Aug. 14 and will remain live indefinitely.

Charm City Run is the sole carrier of Back on My Feet merchandise in Baltimore.

"It is through these initiatives and others that the Baltimore chapter can remain self-sufficient," said **Jackie Truncellito**, the Baltimore chapter's Program Director. "Back on My Feet is deeply grateful to Charm City Run and the entire staff, particularly Josh Levinson, Kelly Dees and Katie Heyl for their generosity and patience, and most importantly their passionate belief in our cause."

--John A. Dailey

ABOUT BACK ON MY FEET

Back on My Feet, which launched in Philadelphia in 2007, is a nonprofit organization that promotes the self-sufficiency of the homeless population by engaging them in running to build strength, confidence and self-esteem.

Members must run Monday, Wednesday and Friday mornings and must maintain a 90 percent attendance rating in order to move forward in the program and gain access to job training, employment and housing opportunities.

The organization has chapters in Philadelphia, Baltimore, Washington D.C., Boston, will expand to Chicago in September 2010 and in Dallas-Fort Worth, Atlanta and Minneapolis-St. Paul in the first half of 2011.

The organization has received incredible media support, including attention from [NBC Nightly News](#), [ABC World News](#), [CNN](#), and [The Today Show](#) for its ingenuity in tackling this difficult social issue. In addition to Philadelphia, the organization has chapters in Baltimore, Washington DC and Boston, and will launch in Chicago in September. More information can be found at www.backonmyfeet.org

ABOUT CHARM CITY RUN

Charm City Run is a Running/Walking specialty company that is committed to fitting every customer in the "right" shoe based on their specific needs. They have four retail stores around the Baltimore area. If you are training for your next event or looking for something comfortable to wear day-to-day stop in and check them out! They can be reached on the web at www.charmcityrun.com.

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