



FOR IMMEDIATE RELEASE
April 2, 2019

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KICS – Kids In Cool Shoes Is Making Big Strides in the Central Texas Community in 2019

KICS is bringing together volunteer teams from organizations all over Central Texas to leave a positive footprint in the lives of Kids in Del Valle ISD

AUSTIN, Texas — The Junior League of Austin (JLA) KICS program is kicking off its second year in action in 2019 with distribution days in March and April! Volunteers are comprised of teams from local businesses and organizations looking to volunteer together to impact the Central Texas Community.

The idea for KICS was developed in 2017, when The Junior League of Austin discovered that a popular program that provided shoes for area children was going to be discontinued. The Junior League of Austin leadership realized there was a critical need for children to have well-fitting shoes in good condition and decided to take action.

Through the creation of the new KICS – Kids in Cool Shoes program, The Junior League of Austin is partnering with local Central Texas-area schools, providing new athletic sneakers for every child at the selected schools. The KICS program integrates with the other signature programs of The Junior League of Austin, Coats for Kids and Food in Tum mies (FIT), because of its focus on improving health and wellness for children in our community.

In the spring of 2018, a small group of volunteers from The Junior League of Austin visited Guerrero-Thompson Elementary school in the Rundberg area (97.6% economically disadvantaged), measured 655 children for shoes, and returned 4 weeks later to distribute brand-new shoes to every single student in the school.

Kick-off Dates in 2019:

Thursday, April 4
Cedar Bend Child Development Center
With support from TEGNA

Tuesday, April 9
Mainspring School
With support from Nyle Maxwell Family of Dealers

Ways to Get an Organization Involved in KICS:

Volunteer as a Team

The Junior League of Austin makes it easy for organization teams to volunteer together! When you sponsor a school for KICS, your employees will be participating directly with children in need. JLA facilitates all of the logistics of the event, and all the staff will need to do is show up ready to accept the smiles and excitement of these children getting their new sneakers! For sponsorship opportunities, visit:

<https://www.jlaustin.org/wp-content/uploads/KICS-Sponsorship-FINAL-APPROVED.pdf>.

Donate:

\$20 buys a pair of shoes for one child in need! To donate, visit:

https://members.jlaustin.org/?nd=donate_detail&donation_id=10789

For more information, visit: <https://www.jlaustin.org/kids-in-cool-shoes/>.

About The Junior League of Austin: The Junior League of Austin is an organization of more than 2,500 women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. On an annual basis, The Junior League of Austin contributes hundreds of thousands of dollars to the Austin community and its members volunteer approximately 160,000 hours with local non-profits and through its signature programs. For more information about The Junior League of Austin, call 512-467-8982 or visit www.jlaustin.org.

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