



For Immediate Release
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**RIVER OAK CENTER FOR CHILDREN RECEIVES DONATION OF SHOES
FROM PAYLESS SHOESOURCE**

SACRAMENTO, December 4, 2009 – River Oak Center for Children has been selected as a partner in the *Payless Shoes 4 Kids Program*, a grass roots effort to deliver \$1.2 million of free shoes to children of families in need this holiday season. River Oak received one hundred \$15 shoe gift coupons redeemable for, or used toward, a pair of children’s shoes at any Sacramento-area Payless ShoeSource store. River Oak was one of 750 national and international nonprofit organizations selected to receive these gift coupons. Close to 3,000 agencies applied.

“We are overjoyed at receiving this boost to our efforts to assist families with something so basic yet so essential for their children,” said Mary Hargrave, President and Chief Executive Officer of River Oak. “This year has been particularly hard for River Oak families. Many of our children come from families who often must choose putting food on the table over putting shoes on their children. This donation will help to ensure that they have the proper footwear that they deserve. Thanks to Payless, there will be many River Oak children receiving the gift of shoes this holiday season!”

Since 1966, River Oak Center for Children (www.riveroak.org) has helped children and youth who need support, coaching, and treatment to thrive at school, at home, and in the community. Through evidence-based programs, River Oak strengthens close to 2,000 at-risk children and families each year to manage life’s challenges and achieve their full potential.

Payless ShoesSource, Inc., a unit of Collective Brands, Inc., is the largest specialty family footwear retailer in the Western Hemisphere and is dedicated to democratizing fashion and design in footwear and accessories and inspiring fun, fashion possibilities for the family at a greater value. Payless initiated the *Payless Shoes 4 Kids* program in 2008 in response to the economic crisis, its impact on the underprivileged, the significant need across the U.S. for children’s shoes, and to support smaller nonprofits with a tool to assist them in helping those in need during the holidays.

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