



HIS WITNESS®

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His Witness Scents to Collect New Shoes for Orphans in August

Athens, TN (July 27, 2010) – A simple pair of children’s shoes may not look powerful, but they can make a big difference in the lives of orphans throughout the United States and around the world.

His Witness Scents, the faith-based luxury fragrance brand is teaming up with Buckner International to ask Tennessee Valley residents to collect shoes for children in need. The 10th annual nationwide “Shoes for Orphan Souls” shoe drive is seeking to collect more than 250,000 pairs of new shoes, socks and shoestrings, with a nationwide campaign. Since 1999, Buckner has sent more than 1.9 million pairs of new shoes to at-risk children in the United States and in more than 68 other countries around the globe.

VeRona Porter, President of His Witness Scents said, “I have faith that with the support of area churches, retailers and civic groups, we can help Buckner reach their goal, making life better for children.” Porter’s commitment to the cause has led her to consider other ways to support this and other ministries.

“This cause stood out the moment I heard about it. His Witness is commissioned by the Word to share the Message of Christ, His compassion, and love in any way we can. The mission of Shoes for Orphan Souls speaks volumes and aligns with the vision of His Witness Scents. This was a natural fit,” said Porter. “Our goal is to collect at least 5000 pairs of shoes by August 31st. It’s ambitious, but definitely achievable.”

“We strive to make life better for orphans, vulnerable children and families around the world, and His Witness Scents are now a part of this mission,” said Julia Stark, Shoes for Orphan Souls Program Manager at Buckner International.

Millions of children reside in orphanages throughout our world and those orphanages are not receiving enough money to care for the children’s most basic needs, like shoes and socks.

An unexpected benefit of donating new shoes is the sense of satisfaction on the part of the person who gives. “New shoes are good for the soul – yours and theirs,” Stark says.

Donated items should be for children and teens and due to customs regulations, shoes and socks need to be brand new. For those preferring to make a cash donation, \$25 will buy a new pair of shoes and cover distribution costs.

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His Witness Scents agrees with Shoes for Orphan Souls, emphasizing no donation is too small. “Most of the donations to the shoe drive have come from families giving one or two pairs of shoes. Every one pair of shoes makes a big difference to the child that receives them.”

For the entire month of August, shoes may be dropped off shoes at any His Witness Scents location Monday through Friday during regular store hours. His Witness Scents is located in Athens at 509 West Madison Avenue, Suite 9 in the West Madison Center. Items may be dropped off at the His Witness Scents in Bradley Square Mall located in Cleveland, Tennessee.

Locally, volunteers are being sought to coordinate a shoe drive at their church, business, school, or within a civic organization. Volunteers are also needed to travel to Colonias on the U.S/Mexico border, or to countries including Mexico, China, Guatemala, Honduras, Peru, Kenya, Ethiopia, Latvia, Romania and Russia to help distribute the shoes and socks. Julia Stark can be reached at Shoes for Orphan Souls, 5405 Shoe Drive Mesquite, Texas 75149.

In addition to the shoe drive, His Witness Scents are currently booking their signature Pamper & Praise™ Events. The in-store events are free of charge and can be booked by any group of 15 or more, by all churches, women ministries, businesses, schools, or civic organizations. A portion of proceeds from the signature event can be donated directly to Shoes for Orphan Souls as directed by the group.

The luxury brand's in store event themes such as Tuesday's Too Blessed to Be Stressed and Friday's T.G.I.F. are just a few Pamper& Praise™ options for groups to choose from.

Porter encourages the groups who book Pamper & Praise events to feel free coordinate their shoe drop at the same time if they wish. “Although Shoes for Orphan Souls campaigns during the entire month of August, we hope to be an ongoing partner.”

For more information, regarding the Shoes for Orphan Souls campaign and/or to reserve a date for Pamper & Praise™ events at His Witness Scents, email His Witness Scents at info@HisWitnessScents.com or call toll-free 1.866.820.6868.

His Witness® is the premiere brand of luxury fragrances and body care inspired by faith. For more information about the drive and volunteer opportunities, call toll-free 1.866.820.6868 to His Witness Corporate Office or visit www.HisWitnessScents.com.

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His Witness® Signature Fragrance Collection.
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