



Press Release

ATTENTION EDITORS: Media opportunity on Monday, 4/19 from 6:30 a.m. to 9:30 a.m. at Laguna Creek High School (9050 Vicino Drive, Elk Grove). Visuals include massive pile of old athletic shoes (photo attached), morning athletic shoe drop offs and Sacramento River Cats' Dinger joining the fun.

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FOR IMMEDIATE RELEASE

April 12, 2010

Athletic Shoe Collection to Kick Off Citywide in Elk Grove on April 19

Sacramento River Cats' Dinger to Join Elk Grove Agencies in Celebrating Earth Week

Elk Grove, CA –Elk Grove agencies are celebrating Earth Week by keeping thousands of athletic shoes out of the region's landfills.

From April 19 to April 23, the City of Elk Grove, Elk Grove Unified School District, Cosumnes Community Services District and Allied Waste will be collecting athletic shoes in various locations in Elk Grove.

Media interview opportunities and shoe collection demonstrations will be available on Monday, April 19 from 6:30 a.m. to 9:30 a.m. Sacramento River Cats' Dinger will join Elk Grove representatives at the Earth Week kick off at Laguna Creek High School (9050 Vicino Drive, Elk Grove).

Last year, nearly three tons of shoes were collected. The shoes are processed and recycled into materials used in basketball courts, tennis courts, athletic fields, running tracks and playgrounds.

Any brand of athletic shoes can be donated. The shoes should be dry and not contain metal or cleats. Dress shoes will not be accepted.

Drop-off locations in Elk Grove include:

- Elk Grove City Hall, 8401 Laguna Palms Way
- Barbara Morse Wackford Community & Aquatic Complex, 9014 Bruceville Road
- Laguna Town Hall, 3020 Renwick Avenue
- Cosumnes Community Services District Fire Stations
 - 8760 Elk Grove Boulevard
 - 10035 Atkins Drive
 - 9607 Bond Road
 - 6501 Laguna Park Drive
 - 2300 Maritime Drive
 - 8545 Sheldon Road

- Elk Grove Unified Schools
 - Elementary schools: Helen Carr Castello, John Ehrhardt, Foulks Ranch, Franklin, James A. McKee, Barbara Comstock Morse, Pleasant Grove, David Reese, Joseph Sims, Stonelake, Sunrise, Irene B. West, Cosumnes River, Robert Fite, Arnold Adreani and Maeola Beitzel
 - Middle schools: Toby Johnson, Joseph Kerr, T.R. Smedberg, Harriet Eddy
 - High schools: Elk Grove, Laguna Creek, Monterey Trail, Pleasant Grove, Sheldon, Florin and Valley High

“Now is a good time to start your spring cleaning by donating those tennis shoes that have started to collect dust at the bottom of your closets,” said Mayor Sophia Scherman. “Your family’s old athletic shoes can become a part of a Field of Dreams rather than going into a landfill.”

For more information about the Nike Reuse-A-Shoe program, please contact Kim Perry at 916-478-2289 or kperry@elkgrovecity.org.

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