TOMS

3025 Olympic Blvd

Santa Monica, CA 90404

Contact: Nicolette S. Williams

Day Phone: (845)553-0856

Night Phone: (845)942-5555

For Immediate Release

TOMS PARTNERS WITH PROMINENT PHOTOGRAPHER TO CELEBRATE A DAY OF CULTURE AND COMMUNITY

Santa Monica, CA, Nov. 18, 2013 –TOMS has partnered with photographer Joe Squillante in an effort to raise awareness and funds for its *One for One* charity. On Saturday, November 30th, TOMS is set to host an all-day event to celebrate friends, neighbors and employees who have continuously supported the organization since 2006. The event will be held in the grand lobby of TOMS New York City office from 9AM- 6PM.

The eco-friendly organization is extending an invitation to its local community and esteemed colleagues to celebrate ‘A Day of Culture and Community.’ Thanksgiving is the hallmark holiday for giving and being grateful. It is a wonderful occasion for family and friends to share a feast. “At TOMS, we consider every employee as well as our community members to be part of our growing family” said TOM’s founder.

During the festivities, guests will have an opportunity to meet and mingle with TOMS’ founder Blake Mycoskie. Parents are encouraged to bring their children to the event so they too can learn about TOMS’ mission. Each child is invited to design a pair of TOMS for a child in need. Every child who wishes to participate will be provided with an assortment of non-toxic paints as well as a pair of TOMS’ signature sneakers. Your children are never too young to send messages of hope to deprived kids around the globe. All hand painted sneakers will be auctioned at the end of the evening and every penny will go directly to TOMS *One for One* charity.

This will be a spectacular day filled with fun, food and drinks for the entire family. One of the highlights of the evening will be an exhibit featuring a collection of inspiring photography from Joe Squillante. This is a great opportunity for prospective entrepreneurs, young artists and art enthusiasts to network in an enriching atmosphere.

The Thanksgiving weekend kicks off a significant shopping season for consumers and TOMS is counting on everyone to shop for a great cause. With Squillante’s selfless donation and the public’s philanthropy, TOMS is set to raise significant funds for its charity organization.

All the proceeds from the entire day’s sales will be donated to TOMS *One for One* charity.