

NEWS

Assistance League of St. Louis
30 Henry Avenue
Ellisville, MO 63011
Phone: 636-227-6200
info@alstl.org



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Media Contacts: Assistance League of St. Louis, [636-227-6200](tel:636-227-6200)

Susan Gallagher, 314-405-0589_slgall1947@gmail.com

Vicki Merz, [314-749-4499](tel:314-749-4499), vmerz@earthlink.net

ASSISTANCE LEAGUE OF ST. LOUIS BRINGS 120 STUDENTS TO THE SAINT LOUIS ZOO FOR NEW ATHLETIC SHOES AND MORE

WHAT: Sixty volunteers of Assistance League of St. Louis are bringing 120 deserving children from St. Louis City's Dunbar Elementary School to be fitted for new athletic shoes and socks. At Assistance League's third consecutive Discovery Day, the children will also get new books and healthy lunches. They can participate in a fun dance exercise and learn about the conservation of cheetahs at the Saint Louis Zoo, long home to cheetahs and where, in 2017, eight cheetah cubs were born, marking a first in Zoo history.

WHEN: Monday, Sept. 24 from 9:30 a.m. to 1:45 p.m. – **NOTE: the best time for video or photos is from 10 to 11 am.**

WHERE: The Saint Louis Zoo's McDonnell Center at River Camp. **Reporters should meet an Assistance League representative in the Living World at the Welcome Desk to be taken to the Zoo's McDonnell Center at River Camp.**

WHY: New athletic shoes are fitted on approximately 3,500 St. Louis area school children each year by Assistance League volunteers who work not only at the annual Discovery Day but who travel to three elementary schools in one day and fit the children (grades K through 4) with the latest styles and colors in athletic shoes. In a single school year, volunteers will visit 37 schools in eight school districts. Assistance League's philanthropic partner, Shoe Carnival, provides invaluable help in the form of three employees who work alongside Assistance League volunteers each fitting day.

ABOUT ASSISTANCE LEAGUE OF ST. LOUIS. Assistance League of St. Louis is run by an all-volunteer group of more than 500 volunteers. The organization's mission is to identify, develop, fund and implement ongoing philanthropic programs to serve specific needs of children and adults in the St. Louis community. In 2017 alone, Assistance League members and friends donated 80,000 volunteer hours through nine philanthropic programs, touching more than 44,000 lives. Each program has a special focus from providing new school uniforms to shoes and socks and from personal care items for crisis shelter clients to teddy bears for comfort. All funds raised are returned to the St. Louis community. Assistance League of St. Louis is an accredited charity of the Better Business Bureau and has achieved a Platinum Transparency Rating from GuideStar.

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