



Sneaker Sales Program

About JDRF

The mission of JDRF (formerly Juvenile Diabetes Research Foundation) is to find a cure for diabetes and its complications through the support of research. While in pursuit of a cure, the goal is to improve the lives of every person affected by type 1 diabetes (T1D) by funding the most promising opportunities for curing, better treating and preventing the disease. JDRF is the largest charitable supporter of T1D research. More than 80 percent of JDRF's expenditure directly supports research and research-related education.

About the Walk To Cure Diabetes

The Walk to Cure Diabetes is JDRF's largest national fundraising event. In fiscal year 2012, the walk raised over \$86 million for diabetes research in more than 200 walk sites in the United States and around the world.

About the Sneaker Program

Sneaker sales are one way for retail stores to build excitement about the Walk to Cure Diabetes in their community while raising critical research dollars that can be credited to the company's walk team total.

Store clerks ask customers at point-of-purchase to buy a paper sneaker to help the store support diabetes research. The customer signs his/her name on the sneaker and then the sneakers are displayed throughout the store. The program usually runs four weeks. A great way to get the program started is by displaying a sneaker for every store employee. Sneakers come in four different colors so we suggest selling each color at a different price increment.

The promotion is easy and fun for stores or companies to implement. JDRF will supply the sneakers and a poster. A JDRF representative will attend manager or staff meetings to explain the program if desired.

National sneaker partners are Advance Auto Parts, Walgreens and Marshalls. Locally, Bradley's Book Outlet, Westmoreland Community Federal Credit Union, First Commonwealth Bank, Westmoreland Cultural Trust, Halloween Adventure/Smart Toys and many other retailers are JDRF sneaker sale partners.

What's In It For You

- Promotion enhances employee morale.
- Customers feel good about supporting a store that gives back to its community.
- It's a natural public relations tool. Sneakers are a great visual.
- Diabetes affects one out of every three families. It is estimated that more than 24 million Americans have this disease. Your customers and employees who are affected by diabetes will appreciate your involvement.
- Your company can help find a cure for diabetes at no additional cost to your company.

If you would like to start a sneaker campaign in your local business, please contact:

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