By ANNE REBAR
Staff Reporter

We've all been told it's not what's on the outside, but what's on the inside that counts, and Truman students have found a way to look good and feel good all the way down to their soles.

The TOMS company name comes from the word “tomorrow” and reflects its goal to “take a step toward a better tomorrow,” according to its Web site, TOMSshoes.com. TOMS has donated more than 140,000 pairs of shoes to children in need since its inception in 2006. In TOMS’ One for One campaign, the popular shoe brand promises to donate one pair of shoes to a child in need for every pair the company sells. TOMS founder Blake Mycoskie got the idea for the company on a trip to Argentina, where he befriended children and noticed many did not have shoes.

Senior Jenna Sesti has two pairs of TOMS. She said she got her first pair right after the company started, after joining a group dedicated to the brand of footwear on Facebook.

“After hearing about them on Facebook, I started noticing them in stores and decided to order a pair online,” Sesti said. “They are really comfortable and form to your feet. I love them.”

The shoes’ prices range from $44 to $98, but Sesti said that wasn’t a huge issue.

“They are a little expensive, but it’s for a great cause, so it’s worth it,” Sesti said. “I get to help a child in need and get a pair of cool shoes at the same time.”

Senior Matt Mahder said he heard about the company from a friend and got his first pair of TOMS shoes for Christmas.

“My family decided we were going to help others in need this Christmas, so my siblings and I all got a pair of TOMS shoes,” Mahder said.

“The shoes came in two styles, but there are many colors and patterns to choose from, which Mahder said he thought was another big draw.

“There are so many designs that anyone could find a pair they like, and if they don’t, they can decorate a blank canvas pair at an event like Style your Sole,” Mahder said.

According to the TOMS Web site, the company plans to give away more than 300,000 pairs of shoes in 2009 alone.

If the world were a village of 100 people

1 has AIDS
14 are illiterate
20 are malnourished
23 drink polluted water
25 have no shelter
30 are unemployed
33 have no electricity
40 have no sanitation


Design by Antionette Bedessie

Decorate your own shoe!
Thursday, April 23
SUB Activities Room
4-7 p.m.
Save $5 when you buy a pair
Promotion Code: CAMPTSU

tomshoes.com

“They are the coolest shoes I’ve ever bought. It’s for a great cause, so it’s worth it. I feel like a part of something that helps a child in need and gets me a pair of cool shoes at the same time.”

Jenna Sesti
Senior

TruLife

CYCLONE ANNIVERSARY
April 27 marks the 110 year anniversary of a cyclone that hit Kirksville