



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

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. Today, Truman students will get a chance to decorate their own pair of TOMS shoes at the "Style your Sole" event.

Senior Tamara Arredondo is a campus representative for the company, a job she started at the beginning of the semester.

"I came across the company online, and it was just kind of everything that I value," Arredondo said. "I really like service, I really like international travel and I'm a marketing major, so it seemed like a good fit."

Arredondo organizes all of the TOMS shoes efforts on campus and in the community. The company provided her with ideas for the events, and she is in charge of scheduling, planning, advertising and promotion.

"The TOMS vagabonds, who are basically traveling interns, will be here [today], and they'll show a documentary and talk about the company, and then they will be selling shoes, so people don't have to pre-order them before they decorate them," Arredondo said.

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 come in two styles, but there are many different 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 shoes**
- 43 live on less than \$2/day
- 48 have no sanitation

Source: Why Shoes? Facts Sheet
 Design by Antionette Bedessie/ Index

Around the Ville

Apr. 23

1:30 p.m. to 3 p.m.

Bike 101

Bike Etiquette 101 with the Bike CO-OP
 Barnett Parking Lot
 Free



Apr. 24

1 p.m. to 2 p.m.

Earth Week

Arbor Day tree planting, help plant a new tree

Bear Creek
 Free



Apr. 25

10:30 a.m. to 12 p.m.

5K run/walk

Taking Steps to Cure Cystic Fibrosis

Red Barn Park
 \$10 entry fee

