



Florence Crittenton  
Where Hope Comes to Life



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**NEWS**  
**FOR IMMEDIATE**  
**RELEASE**

## Florence Crittenton's 7<sup>th</sup> Annual Heels for Healing Day Gives Young Women a Future

*Flo's on 7th to offer designer, vintage and casual heels and handbags at seventh annual Heels for Healing*

**PHOENIX (August XX, 2015)** –Florence Crittenton's upscale resale store, [Flo's on 7<sup>th</sup>](#), is excited to present its seventh annual *Heels for Healing* shopping event where shoppers can enrich their closets and the lives of others. On Saturday, October 3<sup>rd</sup> from 10 a.m. – 6p.m, this special one-day only shopping event, presented by the office of the Arizona Attorney General and event chair, Debbie Gaby, will feature a large selection of designer, vintage, casual and dressy shoes and handbags at incredibly low prices, as well as a raffle



drawing. All proceeds from the event will directly support Florence Crittenton's life-changing programs for young women and their families in our community.

"Whether participating in the Diva Dash, coming out to shop or donating shoes and handbags, every effort makes a lasting difference," said Dr. Kellie Warren, CEO of Florence Crittenton. "We're all very excited to see the community come together to support our future generations of young women."

The annual Diva Dash Games, will precede the 10 a.m. store opening, to start off the day with breakfast and a series of high-heel relay games. The Diva Dash, sponsored by Picnic Specialties, is designed to bring together members of the community for friendly competition to raise vital funds for Florence Crittenton programs. The games will begin at 8 a.m. in the Flo's on 7<sup>th</sup> parking lot, located at 4116 N 7<sup>th</sup> Avenue in Phoenix, with check-in beginning at 7:15 a.m. Relay teams can be composed of up to four people and registration costs \$25 per person; this is a phenomenal opportunity to get together with friends, family or coworkers to make a lasting difference in the community. Plus, all Diva Dash participants will receive a tote granting them twenty percent off all purchases at Flo's on 7<sup>th</sup> beginning October 5<sup>th</sup> for an entire year.

Leading up to Heels for Healing and the Diva Dash, Florence Crittenton will be accepting donations of new and like new designer, vintage, casual and dressy shoes and handbags. Donations can be dropped off at any of the locations listed below.

**Donation Drop-off Locations:**

- Media Buying Services – 4545 E. Shea Blvd. Suite 162 Phoenix, AZ 85028
- Gordon C. James Public Relations – 4715 N. 32<sup>nd</sup> Street Suite 104 Phoenix, AZ 85018
- Flo's on 7<sup>th</sup> – 4116 N. 7<sup>th</sup> Ave. Phoenix, AZ 85013
- Florence Crittenton – 715 W. Mariposa Street Phoenix, AZ 85013

\*If you have donations, please donate at [Flo's on 7<sup>th</sup>](#) before September 14<sup>th</sup>.

*For more information on Heels for Healing, including how to register for the Diva Dash and how to conduct a donation drive, please visit [www.floson7th.com](http://www.floson7th.com). For more information on Florence Crittenton, visit [www.flocrit.org](http://www.flocrit.org). Also, visit us on [Facebook](#) and [Twitter](#), @flocritaz with the hashtag #HerShoesHerStory.*

*Check out last year's Diva Dash here:*

<https://www.youtube.com/watch?v=3DUC9W8bReI&feature=youtu.be>

**About Florence Crittenton**

*Florence Crittenton's mission to give every girl whose life we touch safety, hope and opportunity is as important today as it was in 1896. The agency offers an unprecedented array of gender specific services (girls ages 10-to-21), not found elsewhere in Arizona. Florence Crittenton has helped foster the successful healing and recovery of girls and young women who have endured periods of physical and/or sexual abuse, chronic neglect, homelessness, poverty, teen pregnancy, drug abuse and/or mental instability. Florence Crittenton also holds the charter for the state's first and only public, single gender preparatory school, the Girls Leadership Academy of Arizona (GLAAZ). For more information about Florence Crittenton and its programs and services, please visit [www.flocrit.org](http://www.flocrit.org).*

**About Flo's on 7th**

*[Flo's on 7th](#) is the resale destination for discerning shoppers who appreciate quality and value, and want to make a difference in their community. From open aisles to cheerful colors and bright lighting, every store design choice was made to provide a fun and exceptional shopping experience while helping our guests learn more about Florence Crittenton's mission of giving hope, safety and opportunity to every girl whose life we touch.*

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