



Florence Crittenton  
Where Hope Comes to Life

Flo's on 7th  
A CRITTENTON STORE

## FOR IMMEDIATE RELEASE

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## **Seventh Annual Heels for Healing and Diva Dash**

*Local Non-Profit Event Raised Funds and Awareness for Florence Crittenton Services of Arizona*

PHOENIX — On Saturday, October 3<sup>rd</sup>, Flo's on 7<sup>th</sup>, an upscale retail store, hosted its Seventh Annual Heels for Healing fundraiser. The event was presented by The Arizona Attorney General's Office of Mark Brnovich and sponsored by Biltmore Besties, MicroAge and Debbie Gabby Charities, where shoppers found incredibly low prices on designer shoes and handbags at a fraction of the original cost.

This year's event was chaired by longtime Florence Crittenton supporter Debbie Gaby and raised more than \$35,500. This funding directly supports Florence Crittenton's programs to empower girls and young women in the community.

The event also helped raise awareness for the agency, which is one of the oldest social service entities in the Valley. Florence Crittenton has been helping to heal the effects of abuse and neglect on young girls and their families for 119 years.

"The popularity of this event extends beyond Florence Crittenton supporters and Flo's on 7th patrons," Chief Executive Officer Dr. Kellie Warren said. "The incredible merchandise at unbeatable prices draws strong community support each year and as a result, strong support for the girls and young women that we serve."

Preceding the Heels for Healing event was the Annual Diva Dash sponsored by Picnic Specialties, which was highlighted by a series of races featuring participants wearing high heels.

"The Diva Dash is such a fun race that tests participant's agility in heels," Chair Debbie Gaby said. "This race is an awesome way of putting 'Fun in Fund-raising' as participants race among their friends, dress in costumes and truly have a great time before kicking off a fun-filled day of shopping."

Additional sponsors of the event included AT&T, Susan Bansak, Jan and Tom Lewis, Kathy and Chuck Munson, and Nina and Brian Munson. A multitude of local organizations conducted donation drives in support of Heels for Healing, including: AT&T, Women of AT&T Group, BillingTree, Biltmore Besties, BOK Financial, Coldwell Banker Previews International, Cushman Wakefield, DMB, Fuschia Spa, Fidelity, Hines, Intel, Irish Network, Johnson Bank, JP Chase Morgan, Kathleen Taddie, Land Advisors, Lovitte & Touché, Merrill Lynch, National Charity League – Moon Valley, Keller Williams – East Valley and Phoenix, Prestige Cleaners, Pucci Salon, Shoebox Ministry, The Ivy Mediterranean Grill, Valley Partnership, and Ziegler Wealth Management.

*The mission of Florence Crittenton is to give every girl whose life we touch safety, hope and opportunity is as important today as it was in 1896 when the agency was founded. The Agency has helped foster the recovery of girls and young women who have endured periods of physical and/or sexual victimization, chronic neglect, homelessness, poverty, teen pregnancy, drug abuse and/or mental instability. Our evidenced-based programs and services provide housing, healthcare, education, counseling, and social support to young women and girls, ages 10-to-21. Also, Florence Crittenton holds the charter for the state's first and only public, single-gender preparatory school, the Girls Leadership Academy of Arizona (GLAAZ).*