



Florence Crittenton

Where Hope Comes to Life

**FOR IMMEDIATE RELEASE**

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## **Florence Crittenton to host its 8<sup>th</sup> Annual Heels for Healing and Diva Dash**

*Discover your favorite new pair of designer shoes and handbags at Flo's on 7<sup>th</sup>*

PHOENIX – Florence Crittenton's upscale resale store, Flo's on 7<sup>th</sup>, is excited to present its 8<sup>th</sup> Annual Heels for Healing and Diva Dash presented by the Florence Crittenton Auxiliary, MicroAge and Debbie Gaby Charities on Saturday, September 24<sup>th</sup> starting at 8 a.m. All proceeds benefit Florence Crittenton's life-changing programs for young girls, women and their families in our community.

"The popularity of this event extends beyond Florence Crittenton supporters and Flo's on 7<sup>th</sup> patrons," Chief Executive Officer Dr. Kellie Warren said. "The incredible merchandise at unbeatable prices draws strong community support each year and as a result, provides a foundation for the girls and young women that we serve. Whether it's participating in the Diva Dash, shopping at Flo's on 7<sup>th</sup> or donating your own items, your contribution helps fulfill our mission of providing safety, hope and opportunity to every girl whose life we touch."

The event delivers a one-of-a-kind shopping experience filled with fun festivities, food and incredibly low prices on popular designer heels and handbags. The well-renowned annual activity, the Diva Dash, returns to bring together friends, families, coworkers or any other members of the community to partake in a friendly competition to support a great cause.

The Diva Dash, starting at 8 a.m., challenges participants to slip on a pair of heels and maneuver through an obstacle course in Flo's on 7<sup>th</sup>'s parking lot located at 4116 N. 7<sup>th</sup> Avenue in Phoenix. In teams of up to four, participants will compete in lanes filled with a tricycle and hula-hoop obstacle for the chance to win a Diva Dash trophy. Registration costs \$25 per person with each registrant receiving a special tote granting them 20 percent off all purchases at Flo's on 7<sup>th</sup> for an entire year beginning Sunday, September 25<sup>th</sup>. For more information on Heels for Healing or how to register for the Diva Dash, visit [www.FlosOn7th.org](http://www.FlosOn7th.org).

Leading up to Heels for Healing and the Diva Dash, Florence Crittenton will be accepting donations of new and like-new designer, formal, casual and vintage shoes and handbags until Friday, September 9<sup>th</sup>.

**Donation Drop-Off Locations:**

Flo's on 7<sup>th</sup> – 4116 N 7<sup>th</sup> Ave., Phoenix, AZ 85013

Florence Crittenton – 715 W. Mariposa St., Phoenix, AZ 85013

If you would like to become an event sponsor or host a donation drive, please contact Jamie Hobbs by phone at 602.288.4581 or email at [jhobbs@flocrit.org](mailto:jhobbs@flocrit.org).

*Founded in 1896, the mission of Florence Crittenton is to give every girl whose life we touch safety, hope and opportunity. The Agency has helped foster the recovery of girls and young women who have endured periods of 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. Additionally, Florence Crittenton holds the charter for the state's first and only public, single-gender preparatory school, the Girls Leadership Academy of Arizona (GLAAZ).*