



FOR IMMEDIATE RELEASE

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Florence Crittenton to host its 9th Annual Heels for Healing and Diva Dash

Discover your favorite new pair of designer shoes and handbag at Flo's on 7th

PHOENIX – Florence Crittenton's upscale resale store, Flo's on 7th, is excited to present its 9th Annual Heels for Healing and Diva Dash on Saturday, September 30th. Co-chaired by Debbie Gaby and Deborah Bateman, the event will benefit Florence Crittenton with all proceeds contributing to the agency's life-changing programs for girls, young women and their families in the community.

"It is an absolute joy every year to see members of our local community and individuals from across the state, come together for some friendly competition and unbeatable shopping to truly make a difference in the lives of young girls," said Dr. Kellie M. Warren, Florence Crittenton's Chief Executive Officer. "We look forward to creating another great event to help us continue providing safety, hope and opportunity to the girls we serve."

The event delivers a one-of-a-kind shopping experience, which starts at 10 a.m., with incredibly low prices on popular designer heels and handbags and is preceded by the well-renowned Diva Dash beginning at 8 a.m. Check in for the Diva Dash is at 7:15 a.m. with food and beverages available for competitors and attendees.

In teams of up to four, the Diva Dash challenges participants to slip on a pair of heels, one inch or higher, and race in an obstacle course at Flo's on 7th. Dashers will compete in lanes with a tricycle and hula-hoop challenge for the chance to win a Diva Dash trophy and gift certificate to Flo's on 7th. Registration costs \$25 per person and includes early access to the event's shopping and a special tote that takes 20 percent off all heels purchased at Flo's on 7th for an entire year starting Monday, October 2nd.

For more information about the 9th Annual Heels for Healing or to register for the Diva Dash, visit www.flocrit.org/single-event/9th-annual-heels-for-healing-and-annual-diva-dash/.

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 15th.

Donation Drop-Off Locations:

Flo's on 7th – 4116 N 7th 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.

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 evidence-based programs and services provide housing, healthcare, education, counseling, and social support to young women and girls, ages 10-to-25. 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).