



FOR IMMEDIATE RELEASE

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Florence Crittenton to host its 10th Annual Heels for Healing and Diva Dash
Discover your favorite new pair of designer shoes and handbag at Flo's on 7th

PHOENIX – Calling all shoppers, do-gooders and self-proclaimed Divas. Florence Crittenton is hosting its 10th Annual Heels for Healing and Diva Dash on Saturday, September 29th at Florence Crittenton's upscale resale store, Flo's on 7th. All of the proceeds from the event will benefit the nonprofit's life-changing programs for girls, young women and their families.

“This event was created with the concept of ‘walking in someone else’s shoes’ and our many supporters have done just that for ten years. As they shop with a purpose, it is in support of the young women we provide hope, safety and opportunity to,” says Dr. Kellie M. Warren, Florence Crittenton’s Chief Executive Officer.

The day kicks off with the Diva Dash at 8:30am followed by a one-of-a kind shopping experience at 10am. Shoppers will enjoy incredibly low prices on gently used designer heels and handbags. Check in for the Diva Dash begins at 7:30 a.m. with light refreshments 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. New this year, Dashers will face off in a bracket style relay race competition until one winning team is crowned the champion. The winning team not only gains bragging rights and a trophy, but also a gift certificate to Flo's on 7th for post-win shopping. The \$25 Diva Dash registration fee includes early access to the event's shopping and a special tote that takes 20 percent off all heels and purses purchased at Flo's on 7th for an entire year starting October 1st.

For more information about the 10th Annual Heels for Healing or to register for the Diva Dash, visit: <https://www.flocrit.org/single-event/10th-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 28th, 2018.

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 Katie Cannon by phone at 602-274-7318 or email at kcannon@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).