



FOR IMMEDIATE RELEASE

August 16, 2019

Contact:

Katie Cannon, Florence Crittenton
(602) 288-4581 | (224) 520-3234
kcannon@flocrit.org

Florence Crittenton to host its 11th Annual Heels for Healing and Diva Dash

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

PHOENIX – Looking to step up your shoe and handbag game in a guiltless way? Florence Crittenton has the perfect opportunity as they host the 11th Annual Heels for Healing and Diva Dash on Saturday, September 28 at their upscale resale store, Flo's on 7th. Shop a wide selection of gently used high heels and handbags donated from members of the community with all proceeds from the event benefitting the nonprofit's life-changing programs for girls, young women and their families.

Longtime Florence Crittenton supporters and community philanthropists Debbie Gaby and Deborah Bateman will once again be the honorary co-chairs for this year's event.

“For anyone looking to make an impact on the young women in our community, all while shopping for that perfect pair of pre-loved designer heels or a flawless designer handbag, this is your event,” says Dr. Kellie Warren, chief executive officer at Florence Crittenton. “Join as we endeavor to provide safety, hope and opportunity to vulnerable girls. We cannot do it without the support of our community. Whether you're a donor, shopper, Diva Dasher or all of the above, it's you who makes this event a success each year.”

The day kicks off with the Diva Dash at 8:30 a.m. followed by a one-of-a kind shopping experience at 10:00 a.m. 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, 1.5 inches or higher, and race in an obstacle course at Flo's on 7th. The winning team not only gain bragging rights and a trophy, but also a gift certificate to Flo's on 7th for post-win shopping. For the first time, there will also be an award for best team costume. The \$25 Diva Dash registration fee includes early access to the event's shopping and a special tote that takes 20% off all heels purchased at Flo's on 7th for an entire year starting Monday, September 30th.

For more information about the 11th Annual Heels for Healing or to register for the Diva Dash, visit: www.flocrit.org/events.

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 13, 2019.

Donation Drop-Off Locations:

Flo's on 7th – 4116 N 7th Avenue, Phoenix, AZ 85013
Florence Crittenton – 715 W. Mariposa Street, 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



Florence Crittenton

Where Hope Comes to Life

young women and girls, ages 10 - 25. Additionally, Florence Crittenton holds the charter for the state's first and only public, single-gender preparatory high school, the Girls Leadership Academy of Arizona (GLAAZ).

— flocrit.org —