



The Shoebox Project's 2016 Holiday Campaign #JustGiveLove Shines Awareness on Homeless and At-Risk Women

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2016 Holiday Gift Drives Begin in Five Local Chapters Across USA

TORONTO (November 14, 2016) – 'Tis the season to #JustGiveLove! **The Shoebox Project for Shelters**, kicks off its 2016 holiday campaign today, shining a bright light with gift drives for women in over 135 communities across Canada and the United States. New to this year's 2016 campaign, The Shoebox Project for Shelters has now become a 501c3 organization in the United States.

Since 2011, The Shoebox Project has assembled and delivered over 55,000 special Shoeboxes in Canada and the United States to women who are homeless or in need during the holiday season. Currently there are five chapters in the United States – New York City (NY), Chicago (IL), Detroit (MI), Solano County (CA), and Naples (FL). The Shoeboxes are filled with both basic necessities including shampoo, toothpaste, socks, and little luxuries such as make-up, nail polish, gift cards and skin care products to help these women feel confident and special during trying times. Supporters are also encouraged to include a brief note or card for the recipient of their gift.

The Shoebox Project is no longer accepting new local chapters for the 2016 holiday season, but are seeking funds to support future growth and expansion to more cities in 2017. Donations can be made on the website at www.shooboxprojectusa.org.

From a small initiative started in the homes of sisters-in-law Caroline, Jessica, Vanessa and Katy Mulrone in 2011, The Shoebox Project has flourished into 45 chapters across Canada and the US.

About The Shoebox Project

The Shoebox Project for Shelters collects and distributes gifts in the form of shoeboxes to women who are homeless or at high risk of homelessness. Each Shoebox is filled with items valued at \$50 that any woman is likely to enjoy, but may not splurge on for herself in difficult times. Founded in Toronto in 2011 by Caroline, Jessica, Vanessa and Katy Mulrone, The Shoebox Project now delivers 25,000 gifts annually to hundreds of communities across Canada and the US.

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