

## For Immediate Release

### Soles4Souls Announces Partnership with flipflop wines

**A pair of flip-flop sandals will be given to those in need for every bottle of newly-launched flipflop wine purchased this year**



**NASHVILLE, Tenn. (January 25, 2011)** Soles4Souls Inc., the international shoe charity dedicated to providing free footwear to those in need, will partner with flipflop wines to provide new shoes for needy people around the world. The program will raise much needed funds to give shoes and provide one pair of flip-flop sandals for each bottle of flipflop wine purchased this year (up to 100,000 pairs for the first 100,000 bottles sold, where promotion is legal).

"The flipflop team has taken the mission of Soles4Souls to heart and we are very proud to partner with them to make a difference in the lives of thousands of people," said Wayne Eley, founder and CEO of Soles4Souls. "Their generosity and direct involvement benefits people who need our assistance and this unique partnership will allow those who enjoy a good bottle of wine to also make a personal difference with their lifestyle choices."

flipflop wines, distributed by Underdog Wine Merchants, are a brand new collection of expressive, well-balanced wines that are a perfect fit with today's more casual lifestyle. "I am very pleased to be supporting this program," said David Georges, vintner for flipflop wines. "Not only are we making great wines for everyday enjoyment but we have created an opportunity for wine lovers to make a difference. With one pair of flip-flops given away for every bottle of wine purchased, people can raise a toast knowing that people in real need will benefit. Before Underdog Wine Merchants launched flipflop wines, we had already collected over 500 pairs of new and gently used shoes from employees and friends. I'm looking forward to taking an active role with working with Soles4Souls throughout the year."

The new flipflop wine collection includes Chardonnay, Pinot Grigio, Riesling, Moscato, Cabernet Sauvignon, Merlot and Pinot Noir. "With seven varietals, there is a flipflop wine for everyone," says Georges. "These

wines deliver true varietal character and at only \$7 (SRP) a bottle, they are an exceptional value.” For more information, please visit [www.flipflopwines.com](http://www.flipflopwines.com) and [www.underdogwinemERCHANTS.com](http://www.underdogwinemERCHANTS.com).

### **About Soles4Souls**

Soles4Souls collects, recycles and reuses shoes from warehouses of footwear companies and closets from individuals. It distributes usable shoes to people in need around the world (recycling comprises less than 2% of donated footwear). Since 2005, Soles4Souls has given away over 13 million pairs of new and gently worn shoes (currently distributing one pair every seven seconds). The shoes have been distributed in 125 countries, including Haiti, Kenya, Nepal and the United States.

Clothes4Souls, a new division of Soles4Souls, provides hope for hurting people through the gift of new clothing from manufacturers, designers and retailers. Those who graciously give unused inventory are assured their donations are distributed to people around the world living in desperate need. Donating parties are eligible for tax advantages. Visit [www.giveshoes.org](http://www.giveshoes.org) <<http://www.giveshoes.org>> or [www.clothes4souls.org](http://www.clothes4souls.org) <<http://www.clothes4souls.org>> for more information.

### **About Underdog Wine Merchants**

Underdog Wine Merchants is the champion of the more interesting, albeit sometimes misunderstood or under-appreciated, wines and wine styles; in a word, the “underdogs” of the wine world. We work with domestic and international winemakers to craft unique, esoteric wines that are distinctly characteristic of their origins and variety and bring wine lovers those true gems. Our current portfolio of wines includes wines from California, France, Italy, Germany, Argentina and New Zealand. For more information about Underdog Wine Merchants, visit [www.underdogwinemERCHANTS.com](http://www.underdogwinemERCHANTS.com). Underdog wines, always the most interesting pick of the litter.

###

For more information, contact:

Elizabeth Kirk, Soles4Souls [elizabethk@giveshoes.org](mailto:elizabethk@giveshoes.org) or 615/391-5723

Patricia Schneider, flipflop wines [psa.patricia@gmail.com](mailto:psa.patricia@gmail.com) or 415/717-7595

Stephen Mitchell, flipflop wines [stephenspeaking@gmail.com](mailto:stephenspeaking@gmail.com) or 925/497-2256