



## Press Release

Contact

Sasha Sanderson

Achievement Centers for Children & Families Foundation

(561) 266-0003

[ssanderson@accffoundation.org](mailto:ssanderson@accffoundation.org)

Sign up to Race, Sponsor or Volunteer at [www.delraystiletto.com](http://www.delraystiletto.com)

## Stilettos Hit the Pavement for a Local Nonprofit

### FOR IMMEDIATE RELEASE

DELRAY BEACH, FL (October 9, 2012) — Strap on your favorite pair of stilettos and join the fabulous *1<sup>st</sup> Annual Delray Beach Stiletto Race* on November 16<sup>th</sup>. Beginning at 6pm, stiletto-donning racers will line SE 4th Avenue as they sprint, jog, or strut their way toward the Atlantic Avenue finish line, and all for a great cause to boot. Vince Canning Shoes, a local establishment in downtown Delray Beach for 60 years, has partnered up with the local nonprofit Achievement Centers for Children & Families to produce this year's debut event. Racers who dare to run atop their highest heels pay a \$25 entry fee with proceeds benefiting the Achievement Center's efforts to provide a nurturing and educational environment for children and families facing the effects of poverty.

LaRonda Denkler, Owner and Buyer of Vince Canning Shoes, stated, "After seeing our city win the honor of Rand McNally's "Most Fun Small Town in America", I was inspired to bring a fresh and fun

event downtown. It seemed like the perfect opportunity to celebrate Vince Canning's 60th year of business on Atlantic Avenue and support a community that has supported our business all these years. Partnering with the Achievement Centers for Children & Families felt like a natural fit, and I know because of our gracious sponsors and spirited community, this event will be a huge success!"

"It's because of strong ties to the communities in which they do business that independent shoe retailers are an important mainstay in a local economy," Mark Denkler, chairman of the National Shoe Retailers Association, added. "Vince Canning Shoes is an excellent example of retailers recognizing the importance of community." The National Shoe Retailers Association supports independent shoe retailers, who account for 20% of all U.S. shoe sales.

For those entrants with a competitive spirit, there will be a slew of prizes awarded at the conclusion of the event. Awards include a Grand Prize, which will go to the fastest stiletto to cross the finish line, along with Best Costume, Most Fabulous Shoe, and many more. Anyone with a passion for supporting a local nonprofit, with a mission to develop and aid the community, is encouraged to sign up- that means you too men!

Vince Canning Shoes and Delray Beach's Downtown Development Authority join the new Hyatt Place Hotel, Orthaheel USA, Waste Management, Sofft Shoes, Mark Lemp Footwear, SK Quality Roofing, Earthies Footwear, Van Eli Footwear, Merrell, Gracey-Backer, Inc., Italian Shoemakers, Sack Lunch Marketing, Hand's Office and Art Supplies, Blue Bell Ice Cream and PinkHouseImports.com in proudly supporting Delray's Achievement Centers for Children & Families.

**ABOUT VINCE CANNING SHOES:** Vince Canning Shoes is a 3rd generation family-owned and operated shoes store carrying a large assortment of fashion and comfort shoes for men and women. Vince Canning, Sr. opened the store on quaint Atlantic Avenue in Delray Beach, FL in 1952.

**ABOUT THE ACHIEVEMENT CENTERS:** The Achievement Centers for Children & Families is a local nonprofit organization that provides a safe nurturing environment for children facing the highest risk of poverty, abuse, abandonment or neglect. The Center's mission is to meet the academic, social, emotional and physical needs of low-income children while helping families break the cycle of poverty. Their award-winning services and nationally accredited programs serve 700 children and 350 adults. Services include quality toddler, preschool, after school, teen and family programs.

For more information on how to enter the race, become a sponsor, or learn about the Achievement Centers for Children & Families' mission visit the website [www.delraystiletto.com](http://www.delraystiletto.com).