

**The Bata Shoe Museum and McGregor Socks:  
Warming Toronto from the feet up with the “Warm the Sole Sock Drive”**

Toronto (November 6, 2014) – For the 6<sup>th</sup> year, the Bata Shoe Museum is inviting visitors to help spread the gift of warmth in our community – from the bottom of our hearts to the bottom of our feet! The BSM kicks off the “Warm the Sole Sock Drive” on World Kindness Day, November 13<sup>th</sup>, an annual fundraiser which collects socks for the Scott Mission. Thanks to the support of community partner McGregor Socks and the generosity of visitors, the drive results in the donation of thousands of pairs of socks every year.

Socks are one of the first items people request when asking for assistance and are a staple of basic care for the homeless. Visitors to the BSM between November 13<sup>th</sup> and 30<sup>th</sup> are encouraged to bring a new pair of unworn socks for distribution to those in need by the Scott Mission. Visitors who make a donation on a Saturday or Sunday during the drive can visit the BSM for free that day and those who donate during the week receive a small token of appreciation. The BSM’s goal for this year’s drive is to provide enough socks to last the Scott Mission throughout the entire winter.

As a special addition to this year’s sock drive, the BSM is very excited to welcome local artists Kate Hogg and Gabriella Borg who will be creating a unique visual art piece inspired by the drive. Commissioned by the BSM and McGregor Socks and entitled *Sock Flock*, the piece is meant to capture the spirit of the many contributions that come together to make any fundraiser successful, as a flock of birds comes together through support and team work. *Sock Flock* will communicate the importance of cooperation and unity in our community. During the drive, visitors to the BSM will see a ‘flock of birds’ that have been individually handcrafted using a number of socks from the large donation that McGregor has generously provided to the BSM and the Scott Mission, which will then also be donated (no socks will be harmed in the making of this installation!).

This immersive environment will also be the site of arts and crafts activities for children on Saturdays and Sundays during the drive, and will allow families to spend time wrapped up in the giving spirit that will help ‘warm the sole’ of our community!

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*For more information contact:*

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*About the Bata Shoe Museum:*

*For every shoe there is a story. With an International collection of over 13,000 shoes and related artefacts, the BSM celebrates 4,500 years of footwear history in four distinctive rotating galleries. In addition to our popular semi-permanent exhibition, ‘All About Shoes’, the BSM has three galleries for changing exhibitions, ensuring that each visit to the museum offers a new experience. Through the creation of its innovative exhibitions, the BSM strives to enlighten and entertain visitors of all ages. Exciting adult and children’s programming activities and a unique gift shop complete the experience. A cultural gem in the heart of the city, the BSM is definitely for the curious!*



WARM THE SOLE



bata shoe museum's  
annual sock drive

COMMUNITY PARTNER:  McGregor