



**Be a Samaritan. Give a Shoe. Change a Life.**

## Barefoot for a Cause Promotion:

My name is Manny Ohonme. I am Founder and CEO of Samaritan's Feet ([www.samaritansfeet.org](http://www.samaritansfeet.org)). As an organization, we are rallying several hundred coaches from around the country to go barefoot during the weekend of January 17th around Dr. Martin Luther King, Jr. day. The goal is to raise 1 million pairs of shoes and monetary resources. This comes as a result of Coach Ron Hunter coaching a game barefoot in January 2008.

### Coach Ron Hunter/Past PR History

In January, Samaritan's Feet raised over 150,000 pairs of shoes through an incredible promotion with a college coach coaching in his bare feet. This had never happened in college basketball history. Now we have coaches all around the country who want to do it. IUPUI Basketball Coach, Ron Hunter was the man who had the courage to tackle this feat. The story was shown on ABC World News Tonight, ESPN Sports Center, ESPN First Take, CNN, Sports Illustrated, USA Today, The Jim Rhome Show, ESPN Radio Mike and Mike, Los Angeles Times, and over 400 other media outlets around the world.

**Samaritan's Feet was also featured in May during the NBA playoff game on TNT between the Hornets vs. Spurs. The cast of TNT's Inside the NBA Charles Barkley, Kenny Smith, and Ernie Johnson all went barefoot on the set of the show! Here is the link to that video.**

[http://broadband.nba.com/cc/playa.php?content=video&url=http://boss.streamos.com/wmedia/nba/nbacom/nbatv/tnt\\_samaritan\\_080511.asx&rss=true&siteid=rss](http://broadband.nba.com/cc/playa.php?content=video&url=http://boss.streamos.com/wmedia/nba/nbacom/nbatv/tnt_samaritan_080511.asx&rss=true&siteid=rss)

### Now How You Can Get Involved:

- Coach a game barefoot **January 16-19, 2008** to help impoverished children without shoes and in honor of Dr. Martin Luther King, Jr.
- Engage your school to help collect **NEW** shoes and/or \$1 per person at the game you coach barefoot.
- Conduct media interviews that come your way as a result of the gesture.
- Ask volunteers to pass out flyer/brochures about Samaritan's Feet in their bare feet at their venue to help promote the cause.

Thank you for your consideration.

Best Regards,

**Manny Ohonme - Founder, Samaritan's Feet**



### **About Samaritan's Feet**

Samaritan's Feet is a humanitarian relief organization that puts shoes on kids' feet all around the world. Our goal is to provide 10 million pairs of shoes for 10 million impoverished people in 10 years. To date nearly one million pairs of shoes for children around the world have been collected.

Samaritan's Feet was started in 2003. Manny received his first pair of shoes at the age of 9 from a missionary. He started playing basketball and other sports with these new pair of shoes, earned a spot on a traveling basketball team and eventually his high school team. Upon graduating high school, he was offered a scholarship to play basketball at University of North Dakota (Lake Region) and later earned a Bachelors and Masters Degree.

Afterwards, he spent ten years in the marketing and logistics business before starting Samaritan's Feet to help children and pay it forward to what was given to him-a pair of shoes, which gave him hope.

Our focus is on children from USA, Africa, South America, the Middle East and the Caribbean. Our past domestic projects have taken us to Biloxi, MS, Long Beach, MS; South Dakota, Jolo and Bradshaw, WV, St. Louis, MO, Charlotte, NC, Washington DC, Los Angeles, CA, Virginia, Maryland etc. In addition, we have distributed shoes in over 42 other countries including, Tsunami-Sri Lanka; Romania, Ukraine, Haiti, Nigeria, Kenya, Ethiopia, Ecuador, South Africa, Jamaica, Guyana, and Mexico, Brazil, Ecuador, Peru, Malawi, Gambia, and Burundi.