



**Kitsap County
Public Works**
614 Division Street (MS-26)
Port Orchard, WA 98366

—NEWS RELEASE—

Subject: Reuse-A-Shoe Project Ends This Weekend
Kill Date: 04/24/05
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(Port Orchard, WA)

The Kitsap Reuse-A-Shoe project coordinated by Kitsap County Public Works and Leadership Kitsap wraps up this weekend with a huge community Earth Day shoe collection under the big top in the Kitsap Mall north parking lot near the Randall Way entrance. Team members will be on hand to collect your used athletic shoes Friday (12pm-9pm), Saturday (9am-9pm), and Sunday (9am-6pm). Join the festivities as country music station KAYO (99.3FM) periodically broadcasts from the site Saturday 10am-5pm.

There is still time for you to participate! Bring any brand of athletic shoes to the event. Shoes with cleats, spikes, or blinking lights cannot be accepted. Volunteers will remove all metal parts such as eyelets and zippers, untie shoelaces, and remove shoes from plastic bags before loading them into Gaylord boxes (4' x 4' x 4") for shipment back to Nike.

The Kitsap Reuse-A-Shoe project began in January when Kitsap County Public Works and Leadership Kitsap teamed up with Nike and the National Recycling Coalition to collect shoes of all brands and return them for remanufacturing into sports surfaces. Over 60 businesses and schools have been collection sites for Kitsap County's unusable, worn-out athletic shoes for the past 3 months.

"The statement, 'Bring us your old, tired, used-up athletic shoes' really resonated with our community. Without their excitement, support, and involvement, this project would never have succeeded," says Terri Washburn of Kitsap County Public Works. "Joan Vassiliades worked with Bainbridge Disposal to collect shoes on Bainbridge Island months before Public Works learned about the program. Team Triple Play of Leadership Kitsap was instrumental in getting storage space at United Moving and Storage for the collected shoes, Navy personnel to collect and process the shoes, and arrange the entire 'tent event' at the Mall. The US Navy adopted the project as one of their Earth Day activities with teams scheduled to go door-to-door in military housing collecting shoes this Friday and Saturday. In addition, Waste Management provided collection bins and the Easter Seals adult developmentally disabled program picked up and counted shoes collected at schools."

"Keeping these old shoes out of the landfill is a great goal and bringing a Nike Grind® surface to the Silverdale Waterfront Park increases the benefit to our community. With the Navy's participation, we hope to double the goal of 10,000 shoes," says Diane Jennings, Public Affairs Officer at NUWC Keyport, and a member of the Leadership Kitsap's Team Triple Play.

The Reuse-A-Shoe project brings a highly visible and tangible waste reduction, recycling, and closing the loop message to the community, perfect for Earth Day. (Collect shoes • remanufacture into Nike Grind® • purchase play surface for Silverdale Waterfront Park)

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For immediate release April 18, 2005

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— NEWS RELEASE (cont.) —

Scheduled plans for this weekend's collection event at the Kitsap Mall include:

Friday (Earth Day – April 22)

Noon: mountain of shoes collected to date on display at the tent

2pm: delivery of shoes collected by employees of the
Kitsap Community Federal Credit Union

3:30pm: delivery of shoes collected at schools (ASBs, parents, principals, etc.)

Note – time is flexible

Saturday (April 23)

10am – 11am: delivery of shoes from the Navy's commanding officers at Puget Sound
Naval Shipyard, Naval Undersea Warfare Center-Keyport,
USS John C. Stennis, and Naval Base Kitsap

10am – 5pm: Country music station KAYO periodically broadcasting from the event

Sunday (April 24)

6pm: event ends with Gaylord boxes of shoes loaded into trailer truck for return to Nike

The Navy's Construction Battalion Unit is moving the shoes from the current storage site (United Moving & Storage) to the Kitsap Mall north parking lot on Friday morning and returning Sunday evening to load the filled Gaylord boxes into the trailer truck for transport to the Nike recycling facility in Wilsonville, Oregon.

Leadership Kitsap, established in 1995, is a non-profit volunteer organization that educates individuals on civic leadership, volunteerism, community partnerships, and diversity to promote community involvement and improvements in Kitsap County. To learn more about Leadership Kitsap visit their website at www.leadershipkitsap.org

Members of Leadership Kitsap (awarded an Earth Day Award by the Kitsap County Board of Commissioners on April 11) include:

Melissa Tippetts – DONOBI

Cameron Teller – Parametrix, Inc.

Randy Crenshaw – Puget Sound Naval Shipyard

Terri Washburn – Kitsap Community Resources

Diane Jennings – Naval Undersea Warfare Center, Keyport

John Hudson – Naval Undersea Warfare Center, Keyport

For a complete list of commercial drop-off sites and additional information on Kitsap Reuse-A-Shoe, visit the website developed and hosted by DONOBI at www.kitsapreuseashoe.org. For additional information about Nike Grind® and the Nike program, visit www.nikereuseashoe.com.

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