

Celebrate Two Ten Day on 2/10

Two Ten Day began as a way to unite the footwear industry and raise awareness for Two Ten Footwear Foundation. All are invited to recognize National Two Ten Day on Friday, February 10th (2/10).

Want to participate? Here are some fun ideas to show support for Two Ten:

- Casual Friday: Employees donate \$5 to Two Ten to dress down on 2/10
- Sales percent contribution: Donate a percentage of retail sales to Two Ten
- Food for good: Host a lunch, bake sale and/or raffle as a Two Ten fundraiser
- Flower power: Sell roses at the office in advance of Valentine's Day and donate sales to Two Ten
- Recycle: Cash in office and lunchroom recyclables and donate earnings to Two Ten
- "Pass the hat": A time-honored Two Ten tradition since 1939– collect money in a hat for Two Ten. Urge employees to get in the spirit by sporting their favorite fedora at work.
- Go mobile: [Like us on Facebook](#), [tweet](#) about Two Ten on 2/10, or text 210 to 20222 to donate \$10 to Two Ten. [Click here](#) for mobile giving info.
- Pay it forward: Participate in a Two Ten community service event in your area—[click here](#) for a list of events



*"I wondered why somebody didn't do something.
Then I realized, I am somebody."*

- Author unknown