



# Two Ten Day

## What is Two Ten Day?

The "official" Two Ten Day this year is 2.10.17, but any time is a good time for a Two Ten Day celebration! It's an annual celebration of our industry's own Two Ten Footwear Foundation and the support and services we provide. Two Ten is the nation's ONLY industry-centric organization committed to improving quality of life for industry employees. From disaster relief to financial emergencies to scholarships and more, Two Ten has been supporting shoepeople for nearly 80 years.

## Who can get involved?

Anyone and everyone! This is an opportunity for individuals and companies in the footwear industry to rally with their teams and host a Two Ten celebration. Use your event as a way to raise awareness of the programs and services Two Ten offers and have fun! **Create a committee** and review the list on page 2 for ideas on what you and your colleagues can do on Two Ten Day, or get creative and make up your own!



*Our team really enjoys celebrating Two Ten Day because we have seen how Two Ten has helped our fellow associates and it's a fun way to give back.*



HR Coordinator

## February 10, 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9		11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

## Tag your photo from #TwoTenDay

and be entered to win a \$100 Visa Gift Card!



@two\_ten



## Ideas for your team to participate in a Two Ten Day:

We will send you **Two Ten pins** that employees can purchase to show their support for Two Ten

Host a **bake sale** or **sample sale** in support of Two Ten

Pay \$5 or \$10 to **wear jeans**, slippers, or your city's sporting apparel to work for the day

Hold a **raffle** or **silent auction** – with items like a day off, a prime parking spot, breakfast with a Sr. Exec, gift cards, etc.

Create and sell **candygrams** or **roses** so your coworkers can send to others to express their appreciation

Encourage your team to **give a token** amount in honor of Two Ten: \$2.10, \$19.39, \$78, \$210 etc.

Ask if your company will consider donating a portion of the day's proceeds or **matching** all of the donations employees make

**Put the boss in "jail"** for the day and set an amount needed to raise to bail them out

Guess the amount of **jellybeans** -- pay \$2.10 to guess and have a worthwhile prize (iPad, TV, Kindle)

Hold a company team **FitBit challenge!**

## Giving is easy!

Text **41444** with the message **TWOTEN** (no space)  
or visit: [www.twoten.org/donate](http://www.twoten.org/donate)

## Questions?

Please contact **Marsea Whooten**  
at [mwhooten@twoten.org](mailto:mwhooten@twoten.org) or **781-736-1512**.

 **TWO TEN FOOTWEAR FOUNDATION**  
1466 Main Street, Waltham, MA 02451  
p 781.736.1500 | f 781.736.1554

## Last year with your support:



**\$1.7 MILLION**

to 1,234 footwear families



**\$870,000**

to 300  
scholarship recipients



**664**

evictions prevented



**125**

families received  
disaster relief



**582**

families received  
emergency utility support