



## **FOR IMMEDIATE RELEASE**

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### **NEW BALANCE KICKS OFF THE SEASON OF GIVING WITH SHOE DONATION CAMPAIGN Consumer Donations Will Help Provide Sporting Goods Equipment To Children In Need**

**BOSTON, MA, December 1, 2015** – Today, on global Giving Tuesday, New Balance is kicking off a month-long campaign to celebrate the spirit and importance of giving. For each #NBgivesback Instagram or Twitter post showing a consumer's shoe donation to an organization of their choice, New Balance will donate \$5.00, with a maximum of \$100,000, to Good Sports, Inc. to help provide brand new sports and fitness equipment for children in high poverty communities across the United States. The promotion begins on Giving Tuesday and continues through the month of December.

To participate, during the month of December, consumers may select an organization or donation point of their choice, take a photo of the shoes being donated, and post it to Twitter or Instagram with the hashtag #NBgivesback. Consumers can track the campaign's progress by searching with the hashtag or following @NBgivesback on Instagram.

Today and throughout the month of December, Team NB members including track and field athletes Jenny Simpson, Emma Coburn, and Trayvon Bromell; tennis star Heather Watson; and baseball players Curtis Granderson, Francisco Cervelli, and R.A. Dickey will be posting their own photos to spread the word to their fans and followers about this simple and easy way to turn an old pair of athletic shoes into a tangible way to help children discover their love of movement.

"New Balance has a longstanding commitment to give back to our communities around the globe all year long," said Rob DeMartini, President & CEO of New Balance. "During the holiday season, we want to invite consumers to join us in bringing the love of movement and sports to children across the United States and around the world."

To learn more about New Balance charitable giving, visit [www.newbalance.com/about-new-balance-content-assets/inside-nb-resleadership.html](http://www.newbalance.com/about-new-balance-content-assets/inside-nb-resleadership.html) and follow @NBgivesback on Instagram.

#### **About New Balance:**

New Balance, headquartered in Boston, MA has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. New Balance is the only major company to make or assemble more than 4 million pairs of athletic footwear per year in the USA, which represents a limited portion of our US sales. Where the domestic value is at least 70%, we label our shoes Made in the USA. New Balance owns five factories in New England and one in Flimby, U.K. New Balance employs more than 5,000 associates around the globe, and in 2014 reported worldwide sales of \$3.3 billion. To learn more about New Balance, please visit [www.newbalance.com](http://www.newbalance.com)

#### **About Good Sports**

Good Sports helps lay the foundation for healthy, active lifestyles by providing athletic equipment, footwear and apparel to disadvantaged young people nationwide. By partnering with sporting goods manufacturers, Good Sports gets crucial equipment to kids who need it most, getting them in the game. Since 2003, Good Sports has provided over \$14 million worth of equipment to more than 2,200 youth programs, impacting more than TWO

MILLION kids. Good Sports has also been awarded a coveted 4-star rating from Charity Navigator, the nation's largest charity evaluator, for sound fiscal management, transparency and accountability; is a Better Business Bureau Wise Giving Alliance accredited charity; and is listed on Social Impact Exchange's S&I 100, an index of top American nonprofits creating meaningful social impact. For more information on how you can support Good Sports, please visit [www.goodsports.org](http://www.goodsports.org).

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