



Date: August 17, 2009

**‘STYLE YOUR SOLE’ WITH TOMS SHOES AND
THE MISSOURI BOTANICAL GARDEN**
Garden Hosts First TOMS Event in St. Louis on Oct. 24 from 1 to 5 p.m.

- WHAT:** TOMS Shoes “Style Your Sole” event
WHEN: Saturday, Oct. 24 from 1 to 5 p.m.
WHERE: Missouri Botanical Garden, 4344 Shaw Blvd., south St. Louis
Upper level of the Ridgway Visitor Center
COST: Included with Garden admission (\$8 adults; \$4 St. Louis City/County residents) or membership. Free children ages 12 and under.
SPONSORS: TOMS Shoes and the Garden Gate Shop
INFO: www.mobot.org/TOMS; (314) 577-5137, (314) 577-9400

(ST. LOUIS): Become a shoe designer and help a child in need, all within one afternoon at the Missouri Botanical Garden. The Garden and TOMS Shoes have teamed to host the St. Louis-area’s first public **“Style Your Sole”** event on Saturday, Oct. 24 from 1 to 5 p.m. Guests can purchase and customize a pair of TOMS shoes with designs by visiting artists, or put paint to canvas to create their own unique look. With every pair of TOMS purchased from the Garden Gate Shop, TOMS will give a pair of new shoes to a child in need. The party is included with Garden admission.

“TOMS is excited to be working with the Missouri Botanical Garden for the first Style Your Sole event in St. Louis,” said Blake Mycoskie, founder and Chief Shoe Giver of TOMS. “They have been great supporters of TOMS Shoes and seeing their passion for the One for One movement is always inspiring. We look forward to being a part of this unique event hosted by the Missouri Botanical Garden, and sharing the same vision to help the earth and others.”

“The Garden conducts ongoing science and conservation work in some of the countries

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ADD ONE: Style Your Sole

served by TOMS Shoes, including South Africa and Argentina,” said Jan Simons, vice president of retail operations at the Garden. “It’s certainly a fitting partnership for our organizations to bring this event to St. Louis, and we invite everyone to join us for an afternoon of fun and fashion with a purpose.”

TOMS Shoes have been dubbed “eco-stylish” by the Los Angeles Times and featured Vogue and InStyle magazines. The espadrilles feature a canvas upper with soft leather insole and durable rubber outsole.

Choose from a wide assortment of TOMS Shoes available for advance order from the Garden Gate Shop from Aug. 24 through Oct. 5. Visit www.mobot.org/TOMS to view men’s and women’s styles, colors and sizes available and call (314) 577-0865 to place an order, or stop by the Garden Gate Shop to browse an in-store catalog. Orders placed by Oct. 5 will guarantee your shoe shipment by the event. A limited selection of shoes will also be available the day of the party. Prices range from \$48 for canvas to \$105 for wrap boots.

“Style Your Sole” with stencils, markers, paint or pens to create a unique look, or select a pattern or design to have your shoes enhanced by one of several visiting artists. A “Sole Seeker” representative from TOMS Shoes will be on hand to answer questions about their One for One movement. Enjoy piped music, entertainment and a cash bar as you mix and mingle.

The “Style Your Sole” event will be held in the upper level of the Ridgway Visitor Center at the Missouri Botanical Garden, located at 4344 Shaw Blvd. in south St. Louis and easily accessible from Interstate 44 at the Vandeventer exit. Free parking is available on-site and at two blocks west at the corner of Shaw and Vandeventer.

The event is included with Garden admission of \$8 for adults or \$4 for St. Louis City and County residents. Children ages 12 and under and Garden members are free.

For more information about TOMS Shoes available from the Garden Gate Shop, call (314) 577-5137 or e-mail gardengateshop@mobot.org. For general Garden information, visit www.mobot.org or call the recorded event line at (314) 577-9400 or toll-free 1 (800) 642-8842.

The Missouri Botanical Garden is the oldest continually operating botanical garden in the nation, celebrating its 150th anniversary in 2009. *Missouri Botanical Garden: Green for 150 Years.*

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NOTE: Digital color images available by request. Download media materials at www.mobot.org/press.

About TOMS Shoes:

In 2006, American traveler Blake Mycoskie befriended children in Argentina and found they had no shoes to protect their feet. Wanting to help he created TOMS Shoes, a company that would match every pair of shoes purchased with a pair of new shoes given to a child in need. One for One. TOMS far exceeded its initial expectations and given more than 150,000* pairs of shoes to children around the world. For more information visit: www.TOMSshoes.com. *As of August 2009

About the Missouri Botanical Garden:

The Missouri Botanical Garden's mission is "to discover and share knowledge about plants and their environment, in order to preserve and enrich life." Today, 150 years after opening, the Missouri Botanical Garden is a National Historic Landmark and a center for science, conservation, education and horticultural display. *Missouri Botanical Garden: Green for 150 Years*.

The Missouri Botanical Garden is located at 4344 Shaw Blvd. in St. Louis, just south of I-44 at Vandeventer-Kingshighway (exit #287B). Open 9 a.m. to 5 p.m. every day except Dec. 25. Grounds open at 7 a.m. every Wednesday and Saturday. Admission is \$8; free children ages 12 and under and Garden members. St. Louis City and County residents are \$4 and free every Wednesday and Saturday until noon (exception: special admission rate events). Park for free on site and two blocks west at the Shaw-Vandeventer intersection. The Garden is easily accessible by taking the MetroLink commuter rail line to the Central West End station and picking up a Metro bus (www.metrostlouis.org). For general information, log on to www.mobot.org or call the 24-hour recording at (314) 577-9400 or 1-800-642-8842. For membership information, call (314) 577-5118 during weekday business hours. For volunteer opportunities, call (314)-577-5187 or visit www.mobot.org/volunteer. The Missouri Botanical Garden is a tobacco-free environment.

(Note: A section of the I-64/U.S. 40 highway is under construction through 2009. Before traveling, check www.thenewi64.org for updates or visit www.GetAroundStL.com for other helpful information.)