



Date: October 5, 2009

**JOIN THE TOMS SHOES ‘STYLE YOUR SOLE’ PARTY AT THE
MISSOURI BOTANICAL GARDEN ON OCT. 24**

- 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): The Missouri Botanical 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.** Join the party to have your TOMS shoes customized by visiting artists from local universities, or put paint, ink and marker to canvas to create your own unique look! The fashionable afternoon also has a charitable purpose: for every pair of TOMS purchased from the Garden Gate Shop, TOMS will give a pair of new shoes to a child in need, one for one.

TOMS Shoes have been dubbed “eco-stylish” by the Los Angeles Times and featured in Vogue and InStyle magazines. Visit www.mobot.org/TOMS to view men’s and women’s styles, colors and sizes available for purchase. Choose from women’s ash, black, natural, olive or red canvas shoes; black, red or rust-colored wrap boots; and Barletta, lace-up Mairal, glitter gold, glitter silver and woven burlap styles. Men’s shoe styles include canvas ash, black, natural and olive; stitchout natural and charcoal; and wolf and woven burlap. Prices range from \$48 for canvas to \$105 for wrap boots. Order in advance to ensure availability of your size and selection; call (314) 577-0865.

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ADD ONE: Style Your Sole

On Oct. 24, pick up your pre-ordered TOMS Shoes or purchase new ones from the Garden Gate Shop in the lower level of the Garden's Ridgway Visitor Center, and then head upstairs to join the party. Browse a menu of unique designs and patterns displayed by each artist, select your favorite, and watch as your shoes are transformed! Have a different look in mind? Stop by the materials table to use stencils, markers, glitter, paints and pens to enhance your footwear yourself.

Local artists on hand to decorate your TOMS include Genevieve Esson, specializing in acrylics and mixed media, and staff from Allstar Tattoo and Trader Bob's Tattoo Shop. Visiting student artists include Kelcey Towell from Saint Louis University; Ryan Dampf, Marla Di Benedetto, Gracie Fulton and Heather Middleton from the University of Missouri-St. Louis; Erin Mitchell and Elizabeth Belen from Washington University; and Michelle Kersting from Webster University. Meet Brad Otts, Senior Account Executive from TOMS Shoes, and learn more about their One for One movement. Chalk artist Andy Cross will decorate the grounds with footprints and flowers from 1 to 4 p.m., and balloon artist "Lollipop" (Diana Smith) will make you feel like a kid again from 1 to 3 p.m. A cash bar will also be available.

The Missouri Botanical Garden is located at 4344 Shaw Blvd. in south St. Louis, 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 "Style Your Sole" 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.TOMShoes.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.*