

Back on My Feet Hosts 2nd Annual Back on My Feet Sneaker Day

Back on My Feet, the nonprofit that promotes the self-sufficiency of homeless populations by engaging them in running as a means to build confidence, strength and self-esteem, will host the 2nd Annual Back on My Feet Sneaker Day brought to you by Accenture in Philadelphia on June 18, 2010, founder and president Anne Mahlum announced today.

The event will come just two weeks after Mahlum appeared on The NBC Today Show to receive a \$50,000 check from the Pepsi Refresh Project. View the Today Show profile [here](#).

In preparation for its anniversary and the launch of a two-week \$100,000 birthday campaign, participating companies will allow their employees to wear sneakers to work for \$5 on Friday, June 18th. Employees get the chance to be a bit more comfortable for the day, while promoting an important mission. Last year, 62 companies participated.

All participating companies will have their logo listed the Sneaker Day Signs that all companies receive to put in their office/lobby on Sneaker Day. All companies will get a team page on BOMF's Birthday webpage to collect donations - Click here to sign up: <http://philadelphia.backonmyfeet.org/participating-sneaker-day-company.html>

Companies that agree to match the money collected -- a minimum of \$2,500 -- will have their name and logo listed on BOMF's website and email blast. The Philadelphia Society of Human Resources Managers is helping with marketing and promotion.

If you're interested in getting your company involved, contact Philadelphia Executive Director Sera Snyder at sera@backonmyfeet.org.