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Organization that helps the Homeless through Running to host second annual Sneaker Day fundraiser

PHILADELPHIA -- **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.

"Sneaker Day is the signature event for supporting our mission," Mahlum said. "Giving the chance for employees to dress down in sneakers helps create a fun work environment for a great cause."

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.

"Accenture is very excited to participate as the presenting sponsor of this year's Sneaker Day," said Larry Solomon who is a Partner with Accenture as well as the Chairman of the Board of Back on My Feet, "Our partnership with BOMF goes beyond the sponsoring the day, our people are engaged in Skills Based Volunteering programs on various growth and strategy projects that are helping the organization serve populations beyond just Philadelphia alone."

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 -www.active.com/donate/bombirthday3

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.

Back on My Feet is a nonprofit organization that promotes the self-sufficiency of people experiencing homelessness by engaging them in running as a means to build confidence, strength and self-esteem.

The organization started in Philadelphia in July of 2007 and has developed into a 6-9 month program that begins with running and leads to job training, employment and housing opportunities. All members must run Monday, Wednesday and Friday mornings and maintain 90 percent attendance in order to move forward in the program and access our Next Steps program and partnerships.

Back on My Feet does not provide food nor does it provide shelter, but instead provides a community that embraces equality, respect, discipline, teamwork and leadership. There are no labels, no stigmas and no stereotypes. At Back on My Feet, all members - regardless of race, education or socioeconomic status - join together to move their own lives forward as well as the lives of their teammates.

We currently have chapters in Philadelphia, Baltimore and Washington D.C., and will expand to Boston on May 24 and Chicago in fall 2010. Read more at backonmyfeet.org.

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