



For Immediate Release: December 1, 2010
Long Island Association for AIDS Care, Inc.

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The Long Island Association for AIDS Care, Inc. will provide free shoes to children in need through the *Payless Gives™ Shoes for Kids* Holiday Giving Program

The Long Island Association for AIDS Care, Inc. (LIAAC) is pleased to announce that we have been selected as an official partner of Payless Gives, an annual giving program from Payless ShoeSource. We are among 800 charitable agencies representing all 50 states in the United States, across Canada and Puerto Rico and in 10 Latin American countries to be part of the program.

LIAAC will be distributing coupons for shoes to children of families who are clients, served by our agency.

The Long Island Association for AIDS Care is a not-for-profit agency delivering comprehensive services to Long Islanders coping with various health issues including HIV/AIDS, hunger, substance use and hepatitis. Catherine Hart, LIAAC's Chief Operating Officer, "is thrilled that we have been chosen to partner with Payless Gives. As services for families impacted by HIV/AIDS are diminishing, we are honored to be able to provide additional assistance, especially during the holiday season."

"In its third year, the goal of the *Payless Gives Shoes 4 Kids* program remains the same -- to provide footwear, a basic necessity, to children who might otherwise go without," said LuAnn Via, CEO of Payless. "The success of the program over the past two years, and the number of children and families we have been able to assist, continues to drive our efforts. Unemployment is still very high, affecting many families that struggle to provide their children with basic essentials. This is especially challenging during the holidays, and with LIAAC's help, we hope to make a bigger impact than ever this year."

For more information about the ways you can help LIAAC's clients this holiday season, please visit our website at www.liaac.org or call us at (631) 385-2451.

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