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Kicks4Kids Athletic Shoe Drive to help 200 local under-resourced youth

Submitted by Christine Ayers



Photo provided

Level Up Sports Academy, a nonprofit youth development program in Contra Costa County, has launched its Kicks4Kids Athletic Shoe Drive, serving under-resourced youth ages 5-13 in Contra Costa County. Level Up is currently collecting new or gently used athletic shoes, as well as financial donations to purchase new shoes. More donations are needed to reach the goal of collecting and distributing 200 pairs of shoes to local kids in need.

Research shows that with good shoes, kids are healthier, attend school more often, and are more confident. "Having a good pair of shoes that fit right and look good not only boosts a child's confidence, it also removes one of the most visible signs of poverty", said Bill Flitter, Founder of Level Up Sports Academy. "This is a high impact project that we're proud to lead for our local community."

Level Up created the Kicks4Kids campaign to provide much needed athletic shoes to youth in need. There will be a free shopping event for pre-registered youth on April 28 hosted by New Hope Community Church in Concord. Shoes will also be delivered to partnering agencies including Monument Crisis Center, Contra Costa Kops for Kids and more.

To schedule a pickup of athletic shoes or provide a financial donation, go online to <https://levelupsportsacademy.org/shoe-drive>. A Level Up athlete will contact you to schedule a convenient pickup time. For questions regarding the Kicks4Kids Athletic Shoe Drive, contact Christine Ayers at (510) 295-7298 or levelupsports2018@gmail.com.

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