

SAXON SHOES IN THE COMMUNITY

Saxon Shoes has been active in the community since Gloria and Jack Weiner first started the business. Despite the pressures involved in starting a new business and taking care of his family, Jack would always find the time to help others. Gloria remembers the hours he spent at (what was then) Crippled Children's Hospital, fitting the children for special footwear.

Today, Saxon Shoes has expanded on that spirit of generosity.

Burned, but not alone. The people at Saxon Shoes know first hand how fire can disrupt your life.

When fire destroyed the venerable Richmond institution earlier this year, employees and customers responded with an outpouring of support. As a result, Saxon employees created the Saxon Shoes Community Challenge. Saxon donated fifty cents for each pair of shoes sold at its temporary location to the Central Virginia Burn Camp. CVBC offers children from around the state with burn injuries the chance to enjoy summer activities, build self-confidence — and realize they are not alone with their burn scars.

The store's contribution sponsored a day of activities for more than 50 young burn patients during the weeklong Camp this summer.

The day began at Saxon Shoes,

where the children were outfitted with athletic shoes. A lunch cruise on the Annabel Lee, a climb at Peak Experience and dinner at the Henrico County Fire Department capped off the day.

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Stepping out in style. The secret to hitting the high notes, a famous opera singer once said, lies in a comfortable pair of shoes.

The 70 young men who make up the Richmond Boys' Choir can vouch for that. When the Choir performs, each boy wears a pair of black wingtips courtesy of Saxon Shoes.

RBC draws boys from throughout the metro area, and from all economic backgrounds. A three-pronged program of musical training, academic support and personal development activities helps turn the boys into accomplished and polished young adults.

"We're proud to help 'Richmond's Ambassadors of Song' put their best feet forward," says Gary, a life-long music lover.

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"Shoes for the Needy." Gary created "Shoes for the Needy" to help less fortunate individuals.

Saxon Shoes invites its customers to bring in their used-but-usable shoes. Saxon gives the shoes — 12,000 pairs last year alone — to the Salvation Army for distribution to people in need.

Thanks to the Henrico County Fire

Department, 17,000 pairs of men's and boy's shoes warehoused in the men's store survived the fire in February. Saxon Shoes, with the HFD's help, donated the shoes to the American Red Cross, Christian Children's Fund, Pan African Foundation and the Daily Planet.

"We owe it to the city."

Saxon Shoes is also a proud supporter of

the Children's Museum of Richmond, the American Heart Association, the American Cancer Society, the Massey Cancer Center, Children's Hospital, the Jewish Community Center of Richmond and United Way Services.

"As a family and as an organization, we have always had an obligation to help grow our community," says Gloria Weiner Adams. Gary completes the thought. "It's our passion, and our obligation. We owe it to our families, our customers, and the city itself."

