

**F E I T**

## **Bowery Shoe Drive – 2016**

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SHOE DRIVE PARTNERS:

**NEW**  
**235 BOWERY**  
**NEW YORK NY**  
**10002 USA**  
**MUSEUM**

ICP Museum

The  
**Bowery**  
**Mission**  
Rebuilding Lives Since 1879

Tonight, over 61,000 New Yorkers will sleep in homeless shelters, including over 15,000 families and 23,000 children. On the streets, the subway, and in other public spaces sleep thousands more unsheltered homeless people, many living with mental illness or other severe health issues.

In New York, the primary cause of homelessness is the lack of affordable housing, particularly among families. The problem gets worse each year as new developments drive up rents and as the cost of living increases; the number of homeless people sleeping in shelters is 86% higher than it was just ten years ago, the most since the Great Depression.

Last winter, New York City-based footwear and accessories company **FEIT** partnered with local charity **The Bowery Mission** for the first annual FEIT for New York Shoe Drive, collecting gently worn shoes for those in need and calling attention to the chronic issue of homelessness in New York City. This year, FEIT is bringing back the shoe drive in partnership with fellow Bowery institutions the **New Museum** and the **International Center of Photography (ICP) Museum**, with all donations once again benefitting The Bowery Mission to aid in their mission to serve the homeless in New York City. FEIT encourages the public and existing customers to join the fight by donating a gently worn pair of shoes.

As a token of FEIT's appreciation, those who donate will receive 20% towards their FEIT purchase as well as a complimentary one-day admission to both the ICP Museum and the New Museum. Donations will be accepted at the coat check of both the New Museum (235 Bowery) and the ICP Museum (250 Bowery), as well as at both FEIT New York retail locations (2 Prince Street and 11A Greenwich Avenue) and online at [feitdirect.com](http://feitdirect.com). The shoe drive will run from November 16 to December 18, 2016.

For further information on homelessness in New York City please visit the Coalition For The Homeless website: [coalitionforthehomeless.org](http://coalitionforthehomeless.org)

# FEIT

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## ABOUT FEIT

Designed by Tull Price in New York, all FEIT products are built entirely by hand from natural materials and produced in limited numbers with a carefully selected group of master craftspeople from around the world. FEIT was founded as an evolution of consumerism and production, moving away from volume and excess and towards quality, sustainability, and the pursuit of product integrity. FEIT now operates two brick and mortar stores in New York and one in Sydney, and an online shop at [feitdirect.com](http://feitdirect.com).

## ABOUT NEW MUSEUM

The New Museum is the only museum in New York City exclusively devoted to contemporary art. Founded in 1977, the New Museum is a center for exhibitions, information, and documentation about living artists from around the world. From its beginnings as a one-room office on Hudson Street to the inauguration of its first freestanding building on the Bowery designed by SANAA in 2007, the New Museum continues to be a place of experimentation and a hub of new art and new ideas. [newmuseum.org](http://newmuseum.org)

## ABOUT ICP

The International Center of Photography (ICP) is the world's leading institution dedicated to photography and visual culture. Through our new museum—located at 250 Bowery—as well as our exhibitions, school, public programs, and community outreach, we offer an open forum for dialogue about the role images play in our culture. Since our founding, we have presented more than 700 exhibitions and offered thousands of classes, providing instruction at every level. ICP is a center where photographers and artists, students, and scholars can create and interpret the world of the image, exploring photography and visual culture as mediums of empowerment, and catalysts for wide-reaching social change. Learn more at [icp.org](http://icp.org).

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**ABOUT THE BOWERY MISSION**

The Bowery Mission has served homeless and hungry New Yorkers since 1879. This year, The Bowery Mission provided more than 371,000 meals to men, women and children, 75,000 nights of shelter and 56,000 articles of clothing, as well as showers, haircuts, and expert medical and optometric care. Each meal and every night of shelter is an invitation to residential recovery programs, where men and women get a second chance and lives are transformed from hopelessness to hope. Last year, the Mission's residential programs served nearly 300 men and women who are regaining sobriety, reconnecting with family and faith, pursuing educational goals, and preparing for work and independent living. To ensure that at-risk children have a positive first chance at life, The Bowery Mission's city camp and summer camp serves nearly 1,100 at-risk children from poor city neighborhoods. **[bowery.org](http://bowery.org)**