

Reid Ride Across Wayne July 25, 2009

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Top: Human Resources Director Carrie Kolentus fits a child with new shoes. Above right: Hundreds of shoes organized and ready for distribution at the Salvation Army.



Above: Reid CEO, Craig Kinyon, greets families as they arrive.

Reid employees distribute 'Shoes for Kids'

On the heels of the first Reid Ride Across Wayne that took place July 25, the community project for Reid employees was not yet finished. Due to the overwhelming response from both participants and sponsors of this inaugural experience, approximately 1,000 pairs of athletic shoes were ready for distribution.



Carrie Kolentus, Director of Human Resources, realized a need in the community for children to have new shoes, and for several years she had been looking for a way to provide for this need. Out of this need and the desire to inspire the community to become more active, a team of Reid employees put together a plan to serve both purposes as well as Reid's mission

which is "Wholeness in body, mind, and spirit." Thus, Reid Ride Across Wayne was birthed.

"My dad always taught me to help others," Kolentus reflected.

"Because of that value he passed to me as a child, the opportunity to give to children in our community was very touching for me."

Wanting to ensure the shoes were distributed to children and families who truly had a need, Reid partnered with the Salvation Army and

Wayne County CIS (Communities in Schools) coordinators. Both organizations have record-keeping systems to decrease the chance of duplication or misuse.

On August 15, a team of Reid employees had the pleasure of fitting children for shoes at the Salvation Army. "It was one of the most rewarding things I have done in my life," said Pat Murrah, Director of Social Services. Some of the children had never before had new shoes. Murrah spoke of one child who came wearing shoes held together with tape. Thanks to the Reid Ride and "Shoes for Kids" initiative, these children left wearing quality new athletic shoes...fit for playing and simply being a kid.

"The partnership between Reid and the Salvation Army was a great success," said Salvation Army's Major Mark Litherland.

With about 300 pairs of shoes remaining, Reid Foundation plans to establish a "Reid Locker" in each

area school. This will be a supply of shoes — and possibly other necessities in the future — that is available for children as seen

necessary by the CIS Coordinator. A few of the shoes will be sent to the Trustee's office for distribution as well. "Our goal is to promote wellness in the community," said Jason Troutwine, Reid Foundation Director. "This project has become a very rewarding way to accomplish that goal."

"The impact could really be seen by watching the smiles from the children. It is hard to put into words, but I know that image will never leave my memory."

**—Pat Murrah
Reid Community Services**

Reid team members share their experience...

"I was working with one little girl.



After we tried on two pairs of shoes that did not fit, we had one last option in her size and a different style than the other two pairs.

Her face totally lit up when I opened the box and she said, 'Oh, I love them! Please, oh please, oh please God, let them fit!' Thank God they fit!"

— Melissa Schroeder, Education Secretary



"A little girl, probably age eight, opened her box of shoes and said, 'Wow! I have never had tennis shoes before. Thank

you!"

— Vicki Badgley, Human Resources



"I fought back tears a couple of times as I saw the smiles on the children's faces and tears in the parent's eyes.

These families were truly in need."

— Tina Johnson, Human Resources



"I was proud to represent Reid."

— Tim Love, Information Services