

## FOR IMMEDIATE RELEASE

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### **GO Bay Head! Partners with Nike to Re Cycle Old Sneakers**

Bay Head, New Jersey - "GO Bay Head!", the volunteer group formed by Mayor Bill Curtis to promote physical fitness, good nutrition, and more active life styles in Bay Head, is also working with Nike to put worn-out old sneakers to good use. Starting on Monday, May 24, Bay Head residents can drop-off their old sneakers into bins located at Curtis Market on Main Avenue and at the Bay Head Recycling Center off Park Avenue. The collected athletic shoes are then sent to Nike where the shoes are ground into materials that are used to make track surfaces, basketball floors, play grounds, and other similar athletic surfaces.

"Everyone has one or two pairs of old sneakers stashed away in their closets that they don't use any more and that they don't know what to do with," said Roger Faulkenbury, a member of the GO Bay Head! committee and owner of Therapeutic Fitness, one of the local Bay Head businesses that are supporting the GO Bay Head! initiative. "This is a chance to get rid of these old shoes and to do it in a more responsible way that means less waste and more resources for the planet. Everybody wins."

The Bay Head "Reuse a Shoe" drive will go from May 24th until August 17th. The goal is to collect 200 pair of old athletic shoes during the period.

#### **About GO Bay Head!**

GO Bay Head! is a volunteer program sponsored by Mayor Bill Curtis to encourage people of all ages to be more active and to make healthy food choices. A series of events are planned during the summer to encourage physical exercise and to raise awareness of the importance of good nutrition. The events include the publication of new walking maps of the community, an expanded summer recreation program with added fitness activities, water safety lectures on the beach, healthy cooking classes for kids, a summer long Wellness Lecture Series, a sneaker recycling program, and Bay Head group participation in the Presidential Fitness Challenge.

More information on GO Bay Head! is available at [www.bayheadnj.us/mwc](http://www.bayheadnj.us/mwc).

#### **About Nike Reuse-A-Shoe**

Nike Reuse-A-Shoe is an integral part of Nike Sustainable Business and Innovation and is a unique recycling program that turns worn-out athletic shoes of all brands into Nike Grind, a material used in sports and playground surfaces. Since its inception, Reuse-A-Shoe has helped reduce millions of athletic shoes from ending up in landfills each year and has recycled more than 24 million pairs of shoes. The recycled shoes are given new life, and are reborn into sports and playground surfaces around the world.

More information about Nike Reuse-A-Shoe is available at [www.nikereuseashoe.com](http://www.nikereuseashoe.com).



Roger Faukenbury and Peter Wright make the first donation of old sneakers to kick-off the ReUse a Shoe drive at the Bay Head 5K Memorial Race on Saturday, May 22, 2010.