



FOR IMMEDIATE RELEASE

SOCKS TO WARM THEIR HEARTS - A CAMPAIGN BY EMPIRE SHOPPING GALLERY & MAILBOXES ETC

APRIL 2011 - Empire Shopping Gallery and Mailboxes ETC worked together in a campaign to help the victims of the devastating earthquake that struck Japan on March 11. Most of the victims ran out of their homes barefooted and now seeking shelter at halls in bitter chill without socks and shoes. This campaign aims to encourage caring ESG shoppers to donate something affordable and much needed to the Japanese victims - SOCKS.

Socks To Warm Their Hearts

"In times of crisis, sometimes it's the small things that matter"

1 pair of socks + 1 heartfelt letter = A gift that will warm Japanese feet and hearts

Visit MailBoxes Etc @ level P1 to drop off your donation
starting now till 10th April 2011

1. Only new socks please. Choose a nice pair that will brighten someone's day.
2. Please enclose a personal letter to the recipient. Japanese people treasure letters especially from foreigners (Consult MailBoxes Etc for sample letters).
3. Seal every pair of socks + a care letter in a ziplock bag.

In partnership with:

EMBE MAIL BOXES ETC EMPIRE SHOPPING GALLERY

WHY SOCKS?

Several reasons. Many of the survivors ended up **barefoot** after fleeing in a hurry. In the disaster zone, feet get wet and then extra cold at night, especially in currently freezing weather. People often forget about socks in favor of more obvious items like blankets and jackets. Receiving a new, fresh pair of socks provides a moment of comfort. If those socks arrive with a caring note as well, it's very heartening for survivors. If you've ever been stuck in a pair of wet, cold socks or no socks at all, perhaps you remember how soothing it felt to pull on a warm, dry pair. Survivors have already requested socks on TV news.

"Socks aren't primary support, but a token of care that will last beyond their small mid-crisis comfort. All supplies exist here in Japan, so we wanted something that delivered meaning past the need of the moment, something more special than what people get from emergency teams and government supplies. Military socks are not the most comfortable. Small joys matter. A March 17 CNN article observed about the survivors: "It was the little things that helped them retain their sanity as an end to crisis still seemed distant." The next day, an AP story said a city hall worker reported his town needing "gas, vegetables, socks, underwear, wet wipes and anti-bacterial lotion." Most importantly, shelters themselves are requesting socks."

DONATIONS

The response so far has been overwhelming, we have managed to collect around 200kgs of socks, individually packed with a care letter included in only 2 weeks! The first shipment has gone out via our courier partners TNT on the 15th of April.

From the 19th April until further notice, the following MBE Centers are offering discounted shipping on socks shipped to Japan for disaster relief:

MBE Empire Subang : 03- 5022 2181/ mbe.empire@gmail.com
MBE Desa ParkCity : 03- 6280 8340/ jyneoh@gmail.com
MBE Bangsar Shopping Centre : 03- 2094 0340/ jyneoh@gmail.com
MBE Bukit Tinggi : 03- 3324 6828/ jyneoh@gmail.com

Over 150kgs of Socks Collected At Our Outlet in 1 Week!



