



United Way



ALBERTA
COLLEGE AND ASSOCIATION
OF
CHIROPRACTORS



WOOD'S HOMES
WORKING FOR CHILDREN'S MENTAL HEALTH
SINCE 1914

MEDIA RELEASE
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Chiropractors warming up Alberta's most vulnerable with 3rd Annual Toasty Toes Sock Drive

Toasty Toes Sock Drive aims to collect 25,000 pairs of socks in partnership with United Way and Wood's Homes

Edmonton, AB - Throughout the month of September, Alberta's chiropractors will once again partner with United Way and Wood's Homes to keep the feet of vulnerable Albertans warm during winter season with the upcoming Toasty Toes Sock Drive.

Socks are a basic necessity that most of us take for granted and they are consistently requested, but still one of the least donated items. Many people in our communities do not have access to socks, making the cold winter months even more difficult to stay warm and dry. When your feet get cold, your whole body gets cold.

"Individuals who access shelter services often walk for hours during the daytime," says Jennifer Forrest, Resource Development Director of United Way Central Alberta. "Without socks, walking in severe winter weather can lead to some very serious health issues. Every donation of socks is well used and very appreciated."

"Improving the well-being of Albertans is something that Alberta's chiropractors feel passionately about," says Dr. Chad Kulak, President of the Alberta College and Association of Chiropractors. "Through this year's campaign, we are aiming to help even more of our vulnerable citizens to prepare for the impending cold."

"The sock drive is able to provide multiple pairs of clean, dry, new socks for free to those in our communities who need them the most," says Lara Shannon of Wood's Homes, adding "receiving something as simple as a pair of socks can have a positive effect on their overall well-being."

Every winter, organizations across the province work to support Albertans in need. Thanks to the support of community partners and the generosity of the chiropractors' patients last year, the drive resulted in thousands of pairs of socks donated. The goal of this year's campaign is to collect 25,000 pairs of socks. The socks will be donated to United Way offices throughout Alberta and Wood's Homes in Calgary, to be distributed to people who need them most.

Participating chiropractors' offices will collect new pairs and packages of socks from September 1 - October 1, 2017. To find a local participating chiropractor's office and for more information, visit www.albertachiro.com. Follow the conversation on Twitter using the hashtag [#ToastyToes](https://twitter.com/ToastyToes).

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The Alberta College and Association of Chiropractors (ACAC) regulates the chiropractic profession in Alberta under the Health Professions Act. The ACAC Chiropractors is committed to regulating the chiropractic profession in a manner that supports quality care and upholds the public trust; as well as furthering awareness and understanding of the benefits of chiropractic care among Albertans. www.albertachiro.com

United Way aims to create opportunities for a better life for everyone in communities across Canada. The charity improves lives and builds community by engaging individuals and mobilizing collective action. www.unitedway.ca

Wood's Homes is a multi-service, non-profit children's mental health centre based in Calgary. Our over 550 staff and volunteers help provide 35 programs and services for 20,000 children and their families each year in Calgary, Lethbridge, Canmore, Strathmore, Fort McMurray and Fort Smith, N.W.T. www.woodshomes.com

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