



CAEDA's Annual Dinner will feature Entrepreneur Blake Mycoskie

Casper, WY - The Casper Area Economic Development Alliance (CAEDA) is excited to announce its Annual Dinner will be held on February 3, 2010 and will feature Blake Mycoskie, best known as the Founder and Chief Shoe Giver of TOMS Shoes, Inc.

Embodying the entrepreneurial spirit of a new generation, 32 year old Blake Mycoskie has created five businesses since college. President Bill Clinton called Blake "one of the most interesting entrepreneurs I've ever met." Bill Gates cited Mycoskie and his company TOMS Shoes in the *Time Magazine* article, "How to Fix Capitalism." Mycoskie also caught the attention of AT&T, who featured him in a major national ad campaign for several months.

While traveling through Argentina in 2006, Mycoskie befriended local children and found they had no shoes to protect their feet. Most children in developing countries grow up barefoot and walking is the primary mode of transportation to get food, water, shelter and medical attention. A leading cause of disease in these areas is soil-transmitted parasites which penetrate the skin through open sores. Not only are foot injuries painful, they also are dangerous when the wounds become infected. Wearing shoes can prevent this and the risk of amputation. In addition, children can't attend school barefoot because shoes are generally a required part of their uniform, thus children are missing important educational opportunities. Wanting to help, Blake created TOMS Shoes, a company that would match every pair of shoes purchased with a pair of new shoes given to a child in need.

Today TOMS' is revolutionizing the way consumers shop. The "One for One" business model has encouraged conscientious consumers to purchase and give more than 140,000 pairs of new shoes to children in need in just 3 years. By the end of 2009, TOMS will give an additional 300,000 pairs of new shoes to children in need all around the world, including here in the US. The amazing success of TOMS Shoes proves an entrepreneur can succeed financially while making the world a better place and that the purchasing power of individuals can be used to foster the greater good.

Tickets for the event are \$60 per person or \$450 for a corporate table of 8. Space is limited; please call the CAEDA Office at 307-577-7011 by Friday, January 22 to make a reservation. CAEDA is the principal catalyst for economic development for Casper and Natrona County. The organization works to expand and diversify the region's economic base by recruiting new business, assisting established facilities, and marketing the region for economic activity.



Blake Mycoskie - Founder and Chief Shoe Giver of TOMS Shoes, Inc.