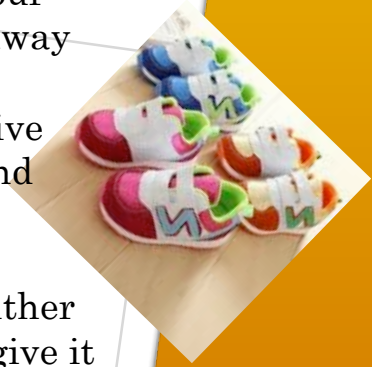
1010 Shoe Project

Every year I am asked, "Matt, what do you want for your birthday?" this year I have an answer. I want to give away 1010 shoes to families in need. I want to connect and collaborate with you and by October 10th at 10:10am give away 1010 pairs of new Soles of Success to Children and Students in need of New Shoes.



We are looking for New Shoes to give away. You can either buy a new pair or buy a gift card and send it to me or give it to your local 1010 Shoe Project coordinator and we will convert it into shoes.

Connect with me at
916.708.8103 or Success@MattUpton.net
or Connect with your 1010 Shoe Project Coordinator at