



FOR IMMEDIATE RELEASE

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Contact: Jason H. Attermann, ACCENT Chairman
352-273-4429
ACCENT@sg.ufl.edu

Founder of TOMS Shoes to Speak at the University of Florida

GAINESVILLE, Fla., -- As a witness to South American poverty, Blake Mycoskie decided he could change the world.

Following a 2006 vacation to Argentina, Mycoskie established TOMS Shoes; a sustainable, for-profit company with a philanthropic mission. The organization gives a pair of shoes to a child in need for every pair of shoes purchased. Since its inception, Mycoskie's company has delivered over 150,000 pairs of shoes.

Mycoskie will be speaking at the Phillips Center for the Performing Arts at the University of Florida on Wednesday, November 4, 2009. The title of his speech is "The New Rules for Tomorrow's Business: A Student's Guide to Making a Difference in the World." The show starts at 8 p.m., doors open at 7 p.m. The show is free and open to the public, seating is limited and on a first-come basis.

In conjunction with Mycoskie's speech, there are number of additional events happening. On Wednesday, October 28, 2009, the TOMS Shoes documentary will be aired at the Reitz Student Union auditorium at 7 p.m. and 8 p.m. for free of charge. Also, the Center for Entrepreneurship and Innovation at the University of Florida is hosting a video innovation contest in which participants can create value to an everyday object and capture it in a video clip. The winner of this contest will win a cash prize and the winning video will be shown at Mycoskie's speech.

Furthermore, the Office of Sustainability is coordinating the Style Your Sole on Tuesday, November 3, 2009, at the Reitz Student Union colonnade from 11 a.m. to 3 p.m. This event is an opportunity for participants to use their creativity and imagination to decorate a pair of canvas TOMS shoes while helping a child in need. Style Your Sole is open to public and canvas TOMS



shoes will be sold during the event. For more information about the speech and related events, visit <http://www.sustainability.ufl.edu/events/BlakeMycoskie.html>. The show and events are co-sponsored by the university's Office of Sustainability, the Center for Entrepreneurship and Innovation, UF MBA, the Center for Leadership and Service, ACCENT Speakers Bureau, Student Government's Gators Going Green and New Student Programs.

TOMS Shoes is not only a socially-conscious company, but has also been recognized for the progressive materials they use to make their products. In 2007, First Lady Laura Bush awarded Mycoskie with the prestigious People's Design, and in 2008 Ken Kokin, co-producer of *The Usual Suspects*, created a documentary profiling TOMS that premiered at the 2008 Tribeca Film Festival. Mycoskie was a successful entrepreneur before founding TOMS shoes, previously owning four different companies.

ACCENT Speakers Bureau, the largest student-run speakers bureau in the nation, has been bringing prominent speakers to the University of Florida since 1967. ACCENT strives to bring controversial and influential speakers to the university, with the intent of further educating the student body. Tax and state dollars do not fund ACCENT. ACCENT's funding comes from activity fees, which students pay specifically to fund out-of-the-classroom experiences. Past ACCENT speakers include presidents, prime ministers, and entertainment, media, business and sports legends.

For more information, call ACCENT at (352) 273-4429. Visit our website at www.accentSpeakers.com or e-mail ACCENT at accent@sg.ufl.edu.

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