



IMMEDIATE RELEASE

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Express Yourself in The Up Center’s “Step Up with Style” Challenge

Unique shoe design competition supports community service

Norfolk, Va., January 17, 2012 – [The Up Center](#), Hampton Roads’ largest non-profit social services agency, has added a new challenge to get both athletes and non-athletes involved in its annual [Step Up for The Up Center](#) stair climbing event. From January 17 – March 16, residents are invited to showcase their creativity and personality in a unique shoe design competition, “Step Up with Style.” Participation is free and entrants are not required to climb.

While shoes are individualistic by nature, an Up Center theme must be incorporated in the overall design, such as books representing the Up Center Books job training program, children representing the Foster Care program, etc. More info can be found on www.theupcenter.org. Participants are also required to include a short paragraph of 50 words or less describing their inspiration for the piece. Artists are encouraged to be innovative with their designs, while keeping in mind that the goal of “Step Up with Style” is to celebrate stepping up for the community and helping others. All entries should be dropped off at [Up Center Books](#), The Up Center’s retail bookstore at 1011 W. 25th St. in Norfolk, by **March 16 at noon** for consideration. Rules and regulations can be found on the official [entry form](#).

The competition allows for two ways to win. The first is through votes by an expert panel, made up of NFL Hall of Famer Bruce Smith, Editor-in-Chief Kim Wadsworth of *VOW Bride Magazine* and Karen Winters, Marketing & Sponsorship Director of MacArthur Center. The second way to win is by votes for the People’s Choice Award, where participants decide on their favorite shoe. Photos of each entry will be posted on the [Step Up for The Up Center’s Facebook page](#). Facebook fans will “like” their favorite shoe before **March 23 at noon**. The top 10 shoes with the most “likes” will move on as finalists and will be displayed at Dominion Tower. On March 25, event participants will select the People’s Choice winner. Winners of the expert panel Choice and the People’s Choice will be announced at 12:30 p.m., and will each receive a \$100 gift card to MacArthur Center.

“Step Up with Style is a fun, creative way to add even more excitement and participation leading up to the main event, Step Up for The Up Center,” said Wendy Juren Auerbach, co-chair for Step Up. “Most importantly, it gets everyone involved with the community, and that’s our goal,” Auerbach added.

About The Up Center

The Up Center, headquartered in Norfolk, Va., is a regional non-profit social services agency dedicated to helping people live better lives. Since its founding in 1883, the agency has responded to the needs of our community’s most vulnerable citizens by providing comprehensive, effective and innovative services in four core areas: Protecting our children, Strengthening families, Empowering people in crisis and Maximizing independence for those with disabilities. The Up Center has seven locations throughout Hampton Roads and serves over 10,000 people each year. For more information, visit www.theupcenter.org or call 757-622-7017.

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