



## National Shoe Repair Awareness Week is October 10-14

Shoe repair is alive and well in our community. Though many believe the old-fashioned cobbler has gone by the wayside, that is not the case. We are still saving soles, and October 10-14 is National Shoe Repair Awareness Week.

We are using this week to encourage our customers to repair and save. Shoe repair can save your shoes, save your body, save your money and help save the world.

**Save your shoes.** Shoe repair can extend the life of your favorite shoes. Quality, well-maintained men's shoes can be resoled seven to 10 times at a fraction of the cost of new shoes. With new soles and heels, and reconditioned uppers, the shoes will look like new, yet retain that broken-in, comfortable feel. It is not uncommon for a man to get 30 years out of a good pair of shoes. Quality women's shoes can be resoled three to five times.

**Save your body.** Shoe repair can also alleviate a variety of physical problems. Worn heels will change your gait. When you are not walking properly, your feet, ankles, knees, hips and back can all suffer.

Improper fit causes calluses, corns and bunions. Shoe repair shops offer stretching services and fitting aids to alleviate those problems. Typically, they can stretch a shoe from a D to a EE in width. They can also add more space for toes or raise an instep. They can even stretch the calves on boots. If your shoes are too loose, you can pick up heel grips, tongue pads and insoles to create a better fit.

**Save your money.** Your neighborhood shoe repair professional can save you money by keeping your quality footwear in use for a fraction of the cost of new shoes.

In addition to replacing soles and heels:

- Shoes can be stretched for increased comfort.
- Shoes can be adapted to fit unique feet.
- Shoes can be professionally waterproofed to protect from salt stains.
- Heel tips can be changed from hard to non-skid rubber.
- Heel savers can be applied to prolong the life of the heel.
- Protective soles can be applied to prolong the life of the leather soles.
- Eyelets and other hardware can be replaced.

**Save the world.** Finally, shoe repair is among the oldest forms of recycling. Each year, the shoe repair industry keeps some 62 million pairs of shoes out of landfills and on consumers' feet.

So next time you lament the condition of your favorite shoes, wonder about the aches in your lower body, want to save some money or search for ways to lessen your ecological footprint, pay us a visit and see how we can help.

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**Insert your store information here.**



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**SHOE REPAIR: It's More Than You Think**