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# KEEN Canada 'Kicks off' Annual Care Program with 'Boots Give Back'!

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**Toronto, ON, Canada** – KEEN Canada kicks off their third annual care program in support of social and environmental organizations across Canada.

### Contact Information

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The KEEN 'Boots Give Back' program inspires people to be active in the outdoors, to be creative and to care about the environment around them. Canadians across the country are encouraged to submit photos of their boots (or shoes) on the trails across Canada hiking, cycling, kayaking or volunteering.

For every photo submitted Keen will donate \$5 dollars to the organization that the individual selects. This year the chosen organizations receiving donations are The Bruce Trail Conservancy, Project Canoe, Trans Canada Trail and Wildlife Rescue.

### Images

#### 'BOOTS GIVE BACK' POSTER



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#### *Donations to:*

*The Bruce Trail Conservancy will be put towards preserving Canada's longest and oldest footpath that runs along the beautiful Niagara Escarpment.*

*Project Canoe will enable at-risk youth to experience the life-changing wilderness program in Temagami.*

*Trans Canada Trail will go towards building trails that connect Canadians from coast to coast.*

*Wildlife Rescue Association will be devoted to improving the welfare of urban wildlife through rehabilitation and public education.*

Participants can access the program by visiting the KEEN Canada website ([www.keencanada.ca](http://www.keencanada.ca)) or the direct site at

[www.keencanada.ca/BootsGiveBack/home.aspx](http://www.keencanada.ca/BootsGiveBack/home.aspx) and uploading their creative photo submissions. KEEN has set a goal of 15,000 Boots Giving Back totaling a donation of \$75,000.

Online submissions are being accepted until October 31, 2010 or until goal has been reached.

For more information, please visit [www.keencanada.ca](http://www.keencanada.ca)

### Additional Links


[KEEN Canada](http://www.keencanada.ca)

### Boilerplate

#### About KEEN

KEEN Inc., manufacturer of hybrid footwear, socks and bags, is an outdoor brand that delivers innovative hybrid products, enabling all outdoor enthusiasts to live an active lifestyle. Founded in 2003, KEEN was first recognized for its Newport sandal, which featured patented toe protection technology.

The company strives to demonstrate integrity and leadership, especially on social and environmental commitments, while promoting an inclusive outdoors community. Through its giving program Hybrid.Care, the company provides support to a variety of social and environmental organizations around the globe.

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