



**GILDAN®**  
**BUY A PAIR**  
**GIVE A PAIR**

From Monday, November 27<sup>th</sup> to Friday, December 8<sup>th</sup>, Gildan is partnering with Toe2Toe to donate one free pair of socks to homeless people for every pair of socks that are purchased in the GOLDTOE® pop-up store.

Toe2Toe distributes its socks through Accueil Bonneau, in an effort to provide adequate footwear to the homeless of Montreal. The organization aims to collect 35,000 pairs of socks before the end of 2017.

The GOLDTOE® pop-up store will only be here for a few weeks and is located in the lobby of the KPMG Tower at 600 de Maisonneuve West and is open Monday to Friday from 8:30 a.m. to 5:30 p.m.



Toe2Toe is a Montreal-based initiative founded by Chris Costello, when a chance encounter with a homeless PEI man in a Montreal hospital revealed to him that while socks are the most needed item by the homeless population, it is the least donated item. Without proper protection for feet, cuts and lacerations can easily lead to bacterial infections that can spread to the bloodstream and other parts of the body resulting in serious medical conditions.