



**JOIN US SUNDAY,
OCTOBER 25, 2020
AT OUR FIRST-EVER
VIRTUAL WALK!**

Parents and friends,

We are our children's greatest cheerleaders... their proudest supporters, their protectors, their nurturers. And in this challenging year, we've tried to show them how to survive, and do their best to thrive under these difficult circumstances.

I know that 2020 has been tough for all of us, and that our experiences have been unique. Some have struggled financially; others are working and teaching their children as they learn remotely. Parents are caring for their kids with special needs, who may not understand why our world shut down. And many of us have experienced the COVID-19 virus firsthand.

I also know that we've seen our children's incredible tenacity, their positivity, the bottomless well of love they have for us and each other. We must follow their example, fight for them and protect their schools and organizations in any way we can—so that when the world reopens, the infrastructure we've carefully built over the years will be there for them, and stronger than ever.

It's why we're continuing our Skechers Pier to Pier Friendship Walk virtually on October 25. Our children are hosting this event, taking us on their personal journey and sharing all the wonderful, creative ways in which our schools, Friendship Foundation, generous sponsors and community are supporting them. There are more celebrities than ever—Tony Romo, Clayton Kershaw, Brooke Burke, Sugar Ray Leonard, Matt Kuchar, Denise Austin and dozens more across the country and worldwide— who are appearing in this year's Walk and rallying for us.

Please register at skechersfriendshipwalk.com, and get ready to watch our 12th annual Walk's special presentation on the site Sunday, October 25 at 10 am. Afterwards you can walk in your neighborhood in tribute to the event. Share our link with your friends/family and encourage them to take part. This year, our 3.5-mile walk can become hundreds of thousands of miles across the South Bay and beyond. Let's realize that incredible potential for our children.

Together with your help, I know that we can make this year's Walk our most important, impactful and memorable year yet.

Much love,

A handwritten signature in black ink, appearing to read 'Michael Greenberg'.

Michael Greenberg
Founder of the Skechers Pier to Pier Friendship Walk

**WWW.SKECHERSFRIENDSHIPWALK.COM
& REGISTER TODAY!**