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Business Innovation Group (BIG) News

Georgia Southern University
Social Entrepreneurship – the TOMS documentary

October 11, 2010

The Office of Student Leadership and Civic Engagement is hosting a screening of the TOMS documentary. In case you are unfamiliar, TOMS is a shoe company that operates on the One for One model, meaning that with every pair of shoes purchased, TOMS will give a pair of new shoes to a child in need. TOMS reached an incredible milestone last month, thanks to the support of customers and fans: 1,000,000 pairs of new shoes have been given to children in need around the world. In celebration of this remarkable milestone, we are offering the opportunity for you and your students to participate in the screening. The TOMS documentary will be shown, as well as exclusive footage from the 1 Millionth Shoe Drop and a “Thank You” from Blake Mycoskie, the founder of TOMS shoes. The screening will be followed up by a discussion on self-leadership by Dr. Brent Wolfe, Assistant Professor in the Department of Recreation, Tourism, and Family and Consumer Sciences.

The event is scheduled for Thursday, October 14, 2010 at 7pm in the Russell Union Theater. Attendance verification will be available to students. If you have any questions regarding the event, please contact me at 478.1435 or hjharralson@georgiasouthern.edu.