

JULY 2022: WEEK 03

THIS WEEK IN SNEAKERS

A DARE TO DREAM PUBLICATION

NIKE AIR FORCE I CUSTOMIZATION PROGRAM WITH BGC TORONTO KIWANIS

Last month, with the school year close to ending, youth from the Toronto Kiwanis Boys & Girls Clubs Miles & Kelly Nadal Youth Centre took part in a special sneaker customization program, made possible through the generosity of Miles Nadal and the Peerage family. Roughly thirty pairs of white-on-white Nike Air Force 1 sneakers were purchased, along with a variety of colours of leather paint and brushes - with the goal intended to foster creativity while at the same time providing youths with their own pair of sneakers.

The program was held for select children that were part of their after-school program, with the process lasting approximately one week from start to end. Before any painting was done, blank paper templates of the Nike Air Force 1 were given to them to first brainstorm and try out their designs with pencil crayons, and once those designs were finalized, then the painting process began. Once the shoes were painted and dried, they children were able to proudly take home their pairs just in time for summer break to begin.

Of the approximately thirty pairs purchased, half were utilized during this round of the program, and BGC Toronto Kiwanis expects to hold another session in the summer for youths enrolled in their program then. Below you will find some of the examples of some of the customized pairs, which are truly outstanding!







