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# Skechers Pier to Pier Friendship Walk Raises a Record-Breaking \$3.1 Million in Donations for Children With Special Needs and Education

***The Skechers Foundation Has Raised Over \$21 Million to Date for the Friendship Foundation, Public Schools, and National Scholarships***

LOS ANGELES--(BUSINESS WIRE)-- The Skechers Foundation announced that the organization has reached a new annual record—raising over \$3.1 million in donations for children with varying abilities and education through the [Skechers Pier to Pier Friendship Walk](#). The annual Partner Appreciation event was held on Thursday, March 30, to celebrate the education foundations, which received fund distributions from the Walk, and included a \$1 million check for the Friendship Foundation. The evening was attended by celebrities Dani Bowman and Madison Taylor Baez and supported by Presenting Sponsor Kinecta Federal Credit Union and more than 100 companies.



The Skechers Foundation raised more than \$3.1 million in annual donations to support children with special needs and education, including a record \$1 million for the Friendship Foundation. Pictured are Friendship Foundation Founder Yossi Mintz, Skechers President Michael Greenberg, Skechers Foundation Executive Director Robin Curren and Latrice McGlothlin, executive director of Presenting Sponsor Kinecta Federal Credit Union's Kinecta Community Foundation, along with members of the Friendship Foundation. (Photo: Business Wire)

“Our community is phenomenal. The way they’ve helped our donations reach new highs and achieve a \$1 million milestone for the Friendship Foundation, their love for our kids has no bounds,” said Michael Greenberg, president of Skechers and co-founder of the event, which has raised more than \$21 million for children to date. “Since the beginning, we’ve believed that this Walk can transform how our children see themselves and their abilities, and it’s done just that—from the confidence they’ve

built through Friendship Foundation's network of school clubs and online programs, to the investment we're making in their future at our upcoming Friendship Campus."

"This event is so inspiring—it shows the world what we can do, so that we can encourage others to do the same," added *Love on the Spectrum* star and Danimation entrepreneur Dani Bowman, who has autism. "It believes in all of us and how we can change the world—not just children of every ability, but also all of the families who come out to support us. I love this event—from being part of the amazing energy of Walk day, to seeing the millions they're giving to organizations that will help thousands of kids."

The \$1 million will support the Friendship Foundation programs for children 8 to 35-plus with special needs, as well as the building of the Friendship Campus—a \$55 million, 62,000-square-foot college-based learning, job training and creative education center scheduled to open in 2025 in Redondo Beach. In addition, more than \$1.58 million in checks was also distributed to six education foundations to help support staffing and educational programs such as music, foreign language, science, technology, engineering and math (STEM) programs; distance learning support and education intervention; and counseling and mental health support.

The Skechers Foundation's national scholarship program also awarded \$282,000 to high school seniors—continuing its commitment to talented and economically disadvantaged students to reach their dream universities and colleges. Since its start in 2017, the organization has donated more than \$1.13 million, funds which have enabled young adults to attend schools nationwide.

Greenberg continued: "Thanks to our presenting sponsor Kinecta Federal Credit Union and the generosity of thousands of individuals, celebrities, and corporations, our kids are starting their academic years with stronger schools, getting exposure to more diverse classes as they grow up, and can better afford colleges nationwide that will help change their lives."

"As our community's credit union, we're always proud to support our families and rally for their futures—especially during challenging economic times like these," added Keith Sultemeier, president and chief executive officer of Kinecta. "To be part of an annual tradition that gives thousands of children a clear path to a fulfilling life of education, inclusion and enrichment—that's what we're all about. It's why we're so proud to have supported the Skechers Pier to Pier Friendship Walk for many years, and why we plan to continue our support as its presenting sponsor this fall for the third year in a row."

Historically California's largest charity event for children with special needs and education, the Skechers Pier to Pier Friendship Walk has grown to gather more than 19,000 participants every October in celebration of children. Celebrity supporters over the years have included guests and emcees such as Jimmy Kimmel, Brooke Burke, Amanda Kloots, Denise Austin, and NBC4 investigative reporter Lolita Lopez; athletic icons Sugar Ray Leonard, Tony Romo, Howie Long, Matt Kuchar, Brooke Henderson, Clayton Kershaw, and baseball legend Tommy Lasorda; and numerous YouTubers, Nickelodeon and Disney network stars.

The Skechers Foundation's college scholarship program offers scholarships to high school seniors based on financial need and achievements in academics, athletics and leadership. Administered by Scholarship America®, the annual program is available to all high school

seniors in the United States.

The Skechers Pier to Pier Friendship Walk thanks its Presenting Sponsor Kinecta Federal Credit Union and all of its generous sponsors, including Nickelodeon, Los Angeles Chargers, Los Angeles Kings, Bank of America, Big 5 Sporting Goods, Rare Beauty, TJX, Barco, Kulture City, Bhatia Family Foundation, Dakine, Los Angeles Angels, Vertra, WSS, Steel Sports, Academy Sports & Outdoors, United Legwear & Apparel, CET Foundation, Chevron, Ross Stores, Continental Development, McCarthy Building Companies, Petco Love, Turkish Airlines, MBS Group, Moose Toys and many more companies who are committed to making a difference in the lives of our children.

To learn more about the annual Skechers Pier to Pier Friendship Walk and watch the Walk, please visit [skechersfriendshipwalk.com](https://skechersfriendshipwalk.com) or [YouTube](https://www.youtube.com), and follow the Walk on [Facebook](https://www.facebook.com), [Twitter](https://twitter.com) and [Instagram](https://www.instagram.com).

### **About Skechers Foundation**

Established in 2010 to help children in need, the Skechers Foundation is dedicated to strengthening communities to ensure the health, success and well-being of youth worldwide. We invest in a global network of charitable organizations dedicated to embracing individuals with diverse abilities, improving education, empowering disadvantaged families and providing humanitarian, disaster and economic relief. By supporting millions through our products and services, we aspire to make a valiant effort in creating stronger, self-sufficient individuals for future generations.

### **About SKECHERS U.S.A., Inc.**

Skechers U.S.A., Inc. (NYSE:SKX), The Comfort Technology Company™ based in Southern California, designs, develops and markets a diverse range of lifestyle and performance footwear, apparel and accessories for men, women and children. The Company's collections are available in over 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and over 4,500 Company- and third-party-owned physical retail stores. The Company manages its international business through a network of wholly-owned subsidiaries, joint venture partners, and distributors. For more information, please visit [about.skechers.com](https://about.skechers.com) and follow us on [Facebook](https://www.facebook.com), [Instagram](https://www.instagram.com), [Twitter](https://twitter.com), and [TikTok](https://www.tiktok.com).

*This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements may include, without limitation, Skechers' future domestic and international growth, financial results and operations including expected net sales and earnings, its development of new products, future demand for its products, its planned domestic and international expansion, opening of new stores and additional expenditures, and advertising and marketing initiatives. Forward-looking statements can be identified by the use of forward-looking language such as "believe," "anticipate," "expect," "estimate," "intend," "plan," "project," "will," "could," "may," "might," or any variations of such words with similar meanings. Any such statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected in forward-looking statements. Factors that might cause or contribute to such differences*

*include the disruption of business and operations due to the COVID-19 pandemic; delays or disruptions in our supply chain; international economic, political and market conditions including the effects of inflation and foreign currency exchange rate fluctuations around the world, the challenging consumer retail markets in the United States and the impact of Russia's war of Ukraine; sustaining, managing and forecasting costs and proper inventory levels; losing any significant customers; decreased demand by industry retailers and cancellation of order commitments due to the lack of popularity of particular designs and/or categories of products; maintaining brand image and intense competition among sellers of footwear for consumers, especially in the highly competitive performance footwear market; anticipating, identifying, interpreting or forecasting changes in fashion trends, consumer demand for the products and the various market factors described above; sales levels during the spring, back-to-school and holiday selling seasons; and other factors referenced or incorporated by reference in Skechers' annual report on Form 10-K for the year ended December 31, 2022 and its quarterly reports on Form 10-Q in 2023. Taking these and other risk factors associated with the COVID-19 pandemic into consideration, the dynamic nature of these circumstances means that what is stated in this press release could change at any time, and as a result, actual results could differ materially from those contemplated by such forward-looking statements. The risks included here are not exhaustive. Skechers operates in a very competitive and rapidly changing environment. New risks emerge from time to time and we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, you should not place undue reliance on forward-looking statements as a prediction of actual results. Moreover, reported results should not be considered an indication of future performance.*

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