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Skechers Celebrates 17th Annual Pier to Pier Friendship Walk With \$2.5 Million Fundraising Goal

Presenting Sponsor Nickelodeon, Howie Mandel, Brooke Burke and more unite with the Skechers Foundation to empower children with special needs, enhance public education and fund national scholarships

LOS ANGELES--(BUSINESS WIRE)-- The [Skechers Pier to Pier Friendship Walk](#), presented by Nickelodeon, kicks off its 17th year of hope, love and inclusion for children on Sunday, October 19—aiming to raise \$2.5 million in support of youth with special needs, public schools and national college scholarships. Joined by Howie Mandel, Brooke Burke, the cast of *Love on the Spectrum* and more, the heartwarming event will unite thousands across the region to rally for kids in need.

Thousands gather with Skechers Pier to Pier Friendship Walk Founder Michael Greenberg to celebrate the 2024 Skechers Pier to Pier Friendship Walk in Manhattan Beach, CA.

“Over the past 17 years, the Walk has become a beloved fall tradition—one that

truly reflects the heart of what community and love are all about,” said Michael Greenberg about the event, which now draws more than 21,000 participants annually. “We’re building a brighter, more inclusive future, step by step. One where children with special needs are surrounded by friends, where students’ dreams are taking flight, where families and communities are coming together to build a world of opportunity, belonging and compassion.

“From transforming our public schools and sending exceptional students to college through our national college scholarship program to celebrating neurodiverse youth at the Friendship Foundation’s new world-class Friendship Campus opening next year, our victories are countless—all showing how transformative and life-changing this day on the beach has become for our kids.”

“This year will be my second time celebrating the Walk, and my first to do it in person. I want to walk with the thousands cheering for our kids...and trust me, I need the exercise,” said comedian and *America’s Got Talent* host Howie Mandel. “I’m such a big fan of this event and the amazing things that the Skechers Foundation and Nickelodeon are doing to educate and inspire our children. I see talented young performers all the time on *AGT*—some of whom have even graced the stage at this event—and it makes you realize the incredible things they can do when their community’s got their back. We’re storming the beaches of Manhattan Beach and Hermosa Beach this month—come fight with us! All for our kids!”

The Skechers Pier to Pier Friendship Walk’s donations support the future Friendship Campus (The Greenberg Family / Skechers Center)—a \$55 million, 60,000-square-foot life skills center that will provide vocational training, job placement, and opportunities for students to positively impact the workforce and society. Opening its doors in 2026, the

facility will include numerous programs including a Creative Arts Center, Culinary Institute, Recreation Center, Life Skills programming, and early education and mentoring opportunities, giving young adults the tools to discover lifelong passion and purpose.

The Campus also will serve as the new headquarters for the [Friendship Foundation](#), which fosters companionship, celebrates uniqueness and encourages acceptance for all with diverse abilities. The organization offers more than 60 in-person programs—including art, music, fitness, sign language, science, social emotional wellness and yoga—as well as engaging pop-up programs like virtual scavenger hunts and talent shows that are free for anyone to attend locally and across the United States.

Academically, funds from the Walk have enabled public school education foundations to reduce class sizes; update labs, libraries and facilities; and protect teachers' jobs. The Skechers Foundation's national college scholarship program also gives a portion of Walk proceeds to students with financial need and proven excellence in academics, athletics and leadership, donating more than \$2.3 million in scholarships to date.

The Skechers Pier to Pier Friendship Walk will feature appearances by Dani Bowman, David Isaacman, Subodh Garg and Jake Woodruff from the show *Love on the Spectrum*; Nayah Damasen from *Monster High*; Kinley Cunningham and Nathan Broxton from *The Thundermans: Undercover*; Pyper Braun from *Erin & Aaron*; Marta Kessler from *The Mysterious Benedict Society* and Ayva Severy from *The Garcias*; as well as a special pet adoption fair in partnership with [The Lovejoy Foundation](#).

In addition to Howie Mandel and Brooke Burke, the Walk has been supported over the years by many celebrities and athletes, including Martha Stewart, Sugar Ray Leonard, Mr. T, Amanda Kloots, Tony Romo, Howie Long, Meb Keflezighi, Jimmy Kimmel, Denise Austin, Camila Alves-McConaughy—as well as dozens of Young Hollywood celebrities from Nickelodeon, Disney, Netflix, Apple TV+ and Hulu, including Logan Shroyer, Lily Brooks O'Briant and more.

The 2025 Skechers Pier to Pier Friendship Walk thanks Presenting Sponsor Nickelodeon, Rare Beauty, Ted Schwartz Family Foundation, Steel Sports, Mattel, United Legwear & Apparel Co., StandStrong, Team One, Big 5 Sporting Goods, TJX Companies, Chevron, Bank of America, Ross Stores, Barco, Dakine, Vertra, Honda, Amazon, KPMG, Kinecta, Moose Toys, Waiakea, LA Kings, LA Dodgers, Angels Baseball, Continental Development, WSS, Topgolf, Beach Cities Health District, Paradise Bowls, Olipop, Raising Cane's, Cushman & Wakefield, and many more companies dedicated to supporting our children.

Sponsors, walkers and virtual participants can sign up in person at the event, online at skechersfriendshipwalk.com and follow the event on [Facebook](#), [X](#) and [Instagram](#).

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 Nickelodeon

Nickelodeon, now in its 46th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The brand includes television programming and production in the United States and around the world, plus consumer products, digital, location-based experiences, publishing and feature films. For more information, visit <http://www.nickpress.com>. Nickelodeon is a division of Paramount, a Skydance Corporation (Nasdaq: PSKY).

About Skechers U.S.A., Inc.

Skechers, 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 approximately 180 countries and territories through department and specialty stores, and direct to consumers through skechers.com, and approximately 5,300 Skechers retail stores. A Fortune 500[®] company, Skechers manages its international business through a network of wholly-owned subsidiaries, joint venture partners, and distributors. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#) and [TikTok](#).

Media Contact:

Jennifer Clay
SKECHERS U.S.A., Inc.
jennnc@skechers.com
(310) 937-1326

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