

Headline **SAY IT WITH SOLES**
Date **22 Jan 2011**
MediaTitle **Par Golf**
Section **NEWS**
Journalist **N/A**
Frequency **Monthly**
Circ / Read **16,680 / 70,000**

Language **English**
Page No **102**
Article Size **123 cm²**
Color **Full Color**
ADValue **1,233**
PRValue **3,699**



SAY IT WITH SOLES

• Pedro •

In conjunction with the Pedro Fights AIDS campaign, Pedro launches these exclusive loafers for men and women with the objective to encourage the consumers to show their support to the victims especially the underprivileged children and to acknowledge that AIDS is a serious problem. The shoes are created with a dash of red to symbolise solidarity with HIV and the dangers and emergencies that come with the infection.

The men's shoes have red trimming around the top lining to further enhance the symbolisation of the colour associated with World AIDS Day while the women's shoes spot a red tassel on the upper which leads to a soft feminine touch. Both pairs come with a removable tag housing a condom which is aimed to stress on the importance of safe sex and self preservation. The shoes will be available at all Pedro stores in Malaysia till end of this month. Fifty percent of the proceeds will be channelled towards the beneficiaries of the Malaysian AIDS Foundation.

