

May 3, 2021



**GOOD FOR THE SOLE EVENT PLANS TO
BREAK GUINNESS WORLD RECORD**

VerStandig Media has partnered with Middletown Valley Bank in an attempt to break the Guinness World Record for the longest chain of shoes. Shoes of any condition will be accepted now through June 4th at ELM Shoes in downtown Greencastle. In exchange for each pair of shoes donated, participants will receive a \$10 ELM Shoes coupon.

On June 5th, VerStandig Media will host the Good for the Sole event in downtown Greencastle. The goal will be to line up at least 12,482 pairs of donated shoes to break the Guinness World Record. The current record is held by The Shoeman Water Project at the University of Missouri.

After the event, all shoes will be donated to local charities in the community. Special thanks to ELM Shoes, Chambersburg Waste Paper and the town of Greencastle for their support.

Follow the Good for the Sole event on the station Facebook pages for updates.

Break the Record. Make History. Impact lives!

About VerStandig Media

VerStandig Media is home to the tri-state area's top radio stations including 104.7 WAYZ, 101.5 Bob Rocks, 92.1 The GOAT and 100.9 The Line. For more information please visit, verstandig.com.

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