



Media Advisory – Photo Opportunity

153 Lackawanna Kids to Receive Free Sneakers for the Christmas Season Courtesy of Micah Hyde’s Imagine for Youth Foundation

December 20, 2021

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Lackawanna, N.Y. – One hundred and fifty-three (153) kids from the City of Lackawanna will have a brighter start to their Christmas holiday through a gift of new Nike sneakers made possible by the Imagine for Youth Foundation, founded by Micah Hyde of the Buffalo Bills.

The sneakers will be presented during a ‘Kicks for Kids’ drive-through only event hosted by members of the Lackawanna Police Department on behalf of Mr. Hyde and his foundation on Tuesday, December 21, 2021 at the Lackawanna Senior Center (230 Martin Road) from 5:00-7:00 p.m.

In addition to new sneakers, each kid will receive an Imagine for Youth Foundation bag, an autographed Micah Hyde photograph, a bag of popcorn, hot chocolate and holiday treats. Santa Claus is also expected to make a guest appearance.

The Imagine for Youth Foundation aims to help kids both on and off the field. Over the last few years, the foundation has been able to help thousands of kids by providing the necessary tools and resources needed to succeed. Their ‘Kicks for Kids’ event, which debuted in Cleveland, OH, in 2017, is now in its fourth-consecutive year of benefitting kids in the Buffalo area.

WHO: Imagine for Youth Foundation, founded by Buffalo Bills player Micah Hyde, Lackawanna Police Department members.

WHAT: ‘Kicks for Kid’s’ event where new Nike sneakers/other gifts will be presented to 153 kids from the City of Lackawanna.

WHERE: Lackawanna Senior Center, 230 Martin Road, Lackawanna, N.Y. **

WHEN: Tuesday, December 21, 2021 from 5:00-7:00 p.m.

***** Due to the ongoing Covid—19 pandemic, this is a drive-through only event.***