



Media Advisory - Photo Opportunity

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

FOR IMMEDIATE RELEASE

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Lackawanna, N.Y. (December 13, 2022) – Two hundred (200) 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' event hosted by members of the Lackawanna Police Department on behalf of Mr. Hyde and his foundation on Tuesday, December 13, 2022 from 5:00 – 7:00 p.m. at the Lackawanna Middle/High School campus located 500 Martin Road.

In addition to new sneakers, each kid will receive an Imagine for Youth Foundation gift bag. 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 fifth-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 200 kids from the city of Lackawanna.
- WHERE:** Lackawanna Middle/High School, 500 Martin Road
- WHEN:** Tuesday, December 13, 2022 from 5:00-7:00 p.m.