



FOR IMMEDIATE RELEASE

Monday, May 29, 2006

CONTACT:

Jeraul Mackey

504-232-6225

info@redshoeneworleans.com

Red Shoe New Orleans reaches its 1,000th postcard milestone.

New Orleans, LA—Launched in late April, Red Shoe New Orleans through its POSTCARDLouisiana campaign called “There’s no place like...” has been giving local residents and concerned citizens a simple format to share their story.

“Any movement for the people must start with the people,” said Royce Duplessis, Red Shoe New Orleans’ co-founder. “In selling our 1,000th postcard, we have 1,000 people sharing the same message of *there is truly no place like your home, job, or city*. This project is sustaining the people and keeping New Orleans on the minds and hearts of the nation.”

On May 23, 2006, Red Shoe New Orleans sold their 1,000th postcard to John Edwards, a resident of New Orleans’ Algiers area. Edwards explains his support for the project, “I know people who need to see that News Orleans is still recovering, and its residents what to help in that recovery.” He continues, “Also, this was an opportunity to supports local artist and local entrepreneurs.”

This project is locally driven, conceived, produced and printed, featuring images from local artist containing red shoes. Red Shoe New Orleans is a real way to support the powerful message of the people must sustain the people. Remember, no one knows your story—the good, bad, and suppressed—like you. Red Shoe New Orleans postcard campaign provides a simple way for you to share that story with someone.

The postcards can be viewed and ordered online as a set (9) for \$11.00, which includes shipping, at www.redshoeneworleans.com.