

# Custer Free Press

Located in Historic Custer, South Dakota

## Highmark Credit Union launches The Joy of Sox Campaign to Help Local Missions

November 1, 2016 · by Herb Ryan · in South Dakota ·

*new socks for the homeless*  
**THE JOY OF SOX®**

A pair of socks can make the biggest difference in the world.

*Help give NEW socks locally to those in need.*

*Drop off your donations of new socks at any Highmark Credit Union branch October 24-November 17, 2016.*

**HIGHMARK**  
CREDIT UNION

*We'll Make It Happen™*

Rapid City, SD  
725 5th Street

Custer, SD  
602 Mount Rushmore Rd.

Spearfish, SD  
146 W. Illinois Street

Gillette, WY  
1103 E. Boxelder Rd.

Rapid City, SD – Highmark Credit Union kicked off their inaugural Joy of Sox campaign Monday, October 24 collecting new socks to give to local missions and shelters.

“The need for socks continues to be great,” says Lysa Allison, Executive Director at Cornerstone Rescue Mission. “We have residents who walk many miles a day and have shoes but no socks. There’s something comforting about receiving a new pair of socks.”

“We were looking for a way to help our neighborhood communities and discovered that new socks continue to be a big need, especially as we head into winter—it’s critical to have warm, dry feet, says John Carlson, President/CEO of Highmark Credit Union. “So we decided to partner with the national organization, The Joy of Sox, to make it happen locally.”

How can you help? Drop off your donations of new socks at any Highmark Credit Union branch from 9:00am-5pm October 24 through November 17.

For more information about donating to Highmark’s Joy of Sox community campaign, please contact LouAnn Tyler at Highmark Credit Union (605-716-4444 Ext. 154).

Tags: [Cornerstone Rescue Mission](#), [Highmark Credit Union](#), [John Carlson](#), [The Joy of Sox](#)

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