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**THE JOY OF SOX IS CLOSE TO ACHIEVING THEIR  
“GOING FOR A MILLION SOCKS IN 2023” CAMPAIGN**

*Only 12,000 pairs of donated new socks are needed in SOCKtober  
“Sometimes socks are more important than food” – Kiwi, a homeless person*

**(Philadelphia, PA – October 9, 2023)** Local non-profit organization The Joy of Sox ® announced a new campaign earlier this year entitled [“Going for a Million in 2023”](#) with the goal of collecting and distributing their one-millionth pair of new socks to men, women, and children experiencing homelessness. Due to the generosity of their donors and supporters, they are only 12,000 pairs of new socks away from achieving their campaign goal which they hope to reach during SOCKtober.

Since its founding in 2010, The Joy of Sox has built relationships with sock donors and sock recipients across the United States and around the world with one shared mission – to bring joy and health to those experiencing homelessness by giving them new socks.

“For the past 13 years, The Joy of Sox has been on a mission to provide the homeless community with an essential yet often overlooked necessity: new socks,” said Founder and Chief Sock Person Tom Costello, Jr. “Recognizing that something as simple as a new pair of socks can make a significant difference in the lives of individuals struggling with homelessness, our organization has worked toward bringing comfort to those who need it most. For many living on the streets or without adequate shelter, their feet are their primary mode of transportation. These folks walk to shelters for meals, overnight housing, and perhaps, job interviews. If their feet are compromised, their daily lives and future opportunities may also be compromised.”

As the 100% volunteer-led organization prepares to reach this milestone – distributing its one-millionth pair of socks – it’s an opportune moment to reflect on its impact. From city streets and shelters to soup kitchens and clinics, The Joy of Sox has distributed new socks to 423 facilities located in 35 states and 17 countries.

“It’s truly remarkable to see how far we’ve come,” said Board President Tracy McGuckin. “What started as a small initiative to address an often-underestimated need has transformed into a movement of compassion and empathy. Every pair of socks we distribute reminds us that a community can come together to create positive change in many lives.”

The organization's success would not have been possible without the support of countless volunteers, donors, and partners who have rallied behind their cause. Corporate sponsorships, sock drives, and individual donations have played a crucial role in helping The Joy of Sox close in their one-millionth pair of new socks goal.

To help them reach the one-million goal, you can donate online or find out how to host a sock drive at [www.tjos.org](http://www.tjos.org).

### **About The Joy of Sox**

Founded in 2010, The Joy of Sox is a 501(c)(3) organization whose mission is to provide joy and health to those experiencing homelessness by giving them new socks. The 100% volunteer-led organization has collected and distributed over 985,000 pairs of new socks to men, women and children experiencing homelessness in the Philadelphia area, across the United States, and around the globe. Through the generosity of sponsors, donors, and volunteers, they have spread warmth and hope to almost 1,000,000 people, one pair of socks at a time. Learn more at [www.tjos.org](http://www.tjos.org).

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