



Consumers appreciated that it was an event just for them and loved the idea of receiving a **FREE SHOE SHINE!**



>> **ALDO**
BRIGHTENS
THE **STREETS** of Downtown

TORONTO!

On October 26th and 27th in Dundas Square and on October 30th and 31st in First Canadian Place, male pedestrians began and ended their workdays on the right foot with **a free shoe shine** from ALDO!

What's more, ALDO field teams were stationed at various locations around the city to distribute men's coupons redeemable at ALDO stores and contest cards for the chance to win a **\$500 shopping** spree at ALDO.

Over **1000 shoe shines** were performed over the four days. The men of downtown Toronto had more than just business to talk about!

Check out the latest styles for men at
www.aldoshoes.com