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Culture Shoes Launches Their Second Movement in a bid To Fight Against Cancer

(Atlanta, GA – June 22, 2015) – After a successful turnover from its first movement against HIV/AIDS, Culture Shoes are back with a vengeance against Cancer. The new sneaker, *Culture: #CancerSucks Edition* aims to help Cancer patients by channeling all the proceeds to the treatment of Cancer patients by making a contribution towards the American Cancer Society.

Culture is a new and innovative sneaker company on the rise that looks to bridge the gap between a person's way of living, being fashionable and trendsetting, while representing their culture with a purpose. Culture will release their second sneaker on June 22, 2015 which will be a limited edition sneaker in support of the American Cancer Society. *Culture: #CancerSucks Edition* sneaker was created with both men and women in mind. No details were overlooked; Culture is made from the finest Italian leather, an all-black colorway with a gold sole. *Culture: #CancerSucks Edition* will go on sale for only 30 days with 100% of the profits going to the American Cancer Society. The profits will continue supporting the country-wide initiative that engages the disadvantaged and uneducated communities on the effects of Cancer in an effort towards eradicating Cancer and in becoming a cause of happiness in someone's life. Culture Shoes also looks to provide support for Cancer patients and loved ones.



One pair of *Culture: #CancerSucks Edition* will comfortably provide support to 24 cancer patients. Culture Shoes wants people to also become a part of this movement by using #CancerSucks hashtag on social media.

The trend and new sneaker will go live on June 22, 2015 in Support of Cancer Survivors Month.

About Culture

Culture is a shoe brand made from the finest Italian leather and is produced in the famous Italian Shoe Valley in Le Marche, Italy. "I create fashion and products infused with, and inspired by Hip Hop," says the founder of Culture, Edward Griffin. Fashion and Hip Hop are very powerful medias and Culture realizes its prowess in creating a brand that goes beyond Hip Hop and embraces all cultures. Yes, Hip Hop in itself is a culture, it's the way people walk, talk, dress, look etc. Culture plans to make an impact on the sneaker industry by creating high quality shoes for men and women while also bridging the gap between a person's way of living, being fashionable and trendsetting, while representing their culture with a purpose. Everyone celebrates their culture in different ways; the backwards e represents the uniqueness in all of us.

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