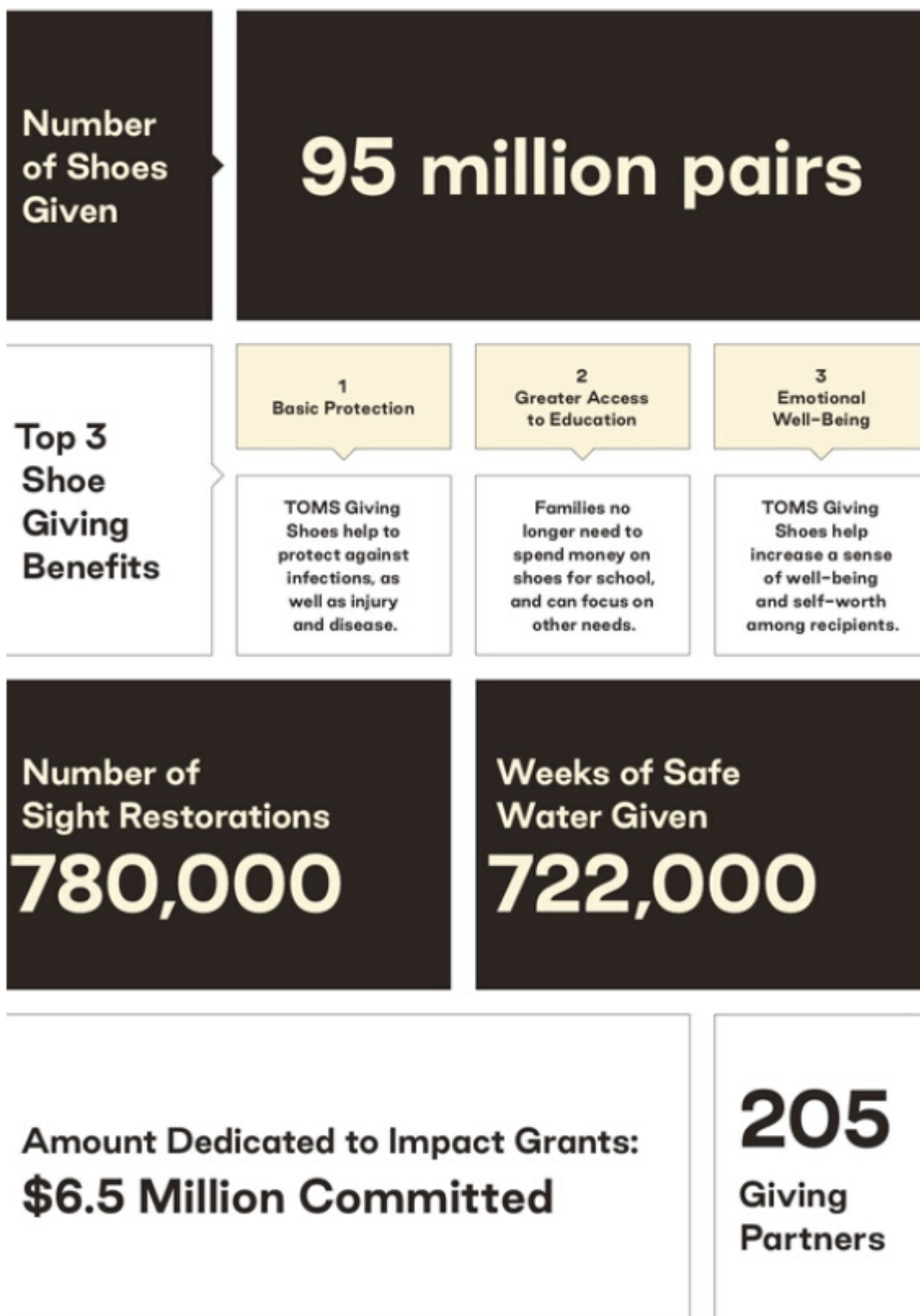


# Duty Free Dynamics shares TOMS impact report



Duty Free Dynamics, TOMS' distributor for the Caribbean travel retail market recently announced that the brand has impacted more than 96.5 million lives. TOMS, known best for its canvas style slip on shoe, is celebrating 13 years of a powerful business model that helps address needs and advance health, education and economic opportunity for children and their communities around the world.

TOMS was created in 2006, when its founder, Blake, traveling in Argentina, noticed the difficulties faced by children growing up without shoes. He thus created TOMS and its One for One concept: for each pair of shoes purchased, a second one is offered to a person in need. This has led to 95 million TOMS pairs given to people in need in over 85 countries in mainly in Kenya, India and Ethiopia.

The brand portfolio has grown to offer TOMS Eyewear that is embedded with the same business model in which every pair of eyewear purchased will help give sight to a person in need and TOMS Roasting Co. Coffee, in which for every purchase, TOMS provide 140 liters of safe water (a one week supply) to a person in need. In the TOMS® 2019 Global Impact Report, the brand indicates having restored the sight of 780,000 people and having given 722.00 weeks of water.

Since last year TOMS has expanded his charitable mission to include four additional issues that affect millions of people globally 'Stand for tomorrow'. "Pick your Style. Pick your Stand" meaning choose your favorite style, then choose the issue that you want to support, whether that's giving shoes, ending gun violence, providing access to safe water, supporting equality, supporting mental health resources, or giving back to the homeless.

For more information on how to get involved, please contact Gregory Secret, TOMS Brand Manager  
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