



Roxana Kennedy
Chief of Police

CHULA VISTA POLICE DEPARTMENT

315 Fourth Avenue, MS P-200
Chula Vista, California 91910-3801

POLICE MEDIA ADVISORY

Date: 12/10/2025
To: San Diego Media
From: Chula Vista Police Department
Contact: Sergeant Anthony Molina, Public Information Officer
Phone: (619) 385-6775
Fax: (619) 585-5610
Subject: **MEDIA INVITE – SHOE & SOCK DRIVE – SATURDAY, DEC. 13TH @ 7 A.M.**

Message: FOR IMMEDIATE RELEASE

NOT A PUBLIC EVENT

Media Partners: The Chula Vista Police Department School Resource Officer Unit, Chief Kennedy, and her Command Staff invite you to join them at the 14th Annual Shoe & Sock Drive, taking place at WSS Shoes (614 Palomar Street) this Saturday, December 13th at 7 A.M. The Chula Vista Police Department is partnering with the [Chula Vista Police Foundation](#), Chula Vista Elementary School District, SBCS, and WSS Shoes to provide our less fortunate youth with brand new shoes and socks.

The Shoe and Sock Drive has become a tradition for the Chula Vista Police Department. It was created by the Department's School Resource Officer Unit over a decade ago when they decided to do something about a heartbreaking issue they noticed at their assigned schools. They watched year after year as kids returned from summer break with new backpacks and clothing. And yet, there were always a handful of students wearing worn-out shoes and missing some essentials. While they knew they couldn't tackle every issue these students were facing, the officers decided to focus on getting these students new shoes and socks. Over time, the project evolved into providing new backpacks and school supplies as well.

This Saturday, students selected by the Chula Vista Elementary School District will meet with Chula Vista Police School Resource Officers at WSS Shoes. They will handpick new shoes and socks, as well as receive backpacks and school supplies. The funding for this event is made possible by generous donations from the community and by partnerships with the [Chula Vista Police Foundation](#), Chula Vista Elementary School District, SBCS, and WSS Shoes.

"To see a child's face light up over something as basic and necessary as shoes warms my heart and reminds me why it's so important for my department to lead the way on these types of events," says

Chief Kennedy. The Chief would like to thank the community for providing the donations that make this event possible.

Monetary donations are still being accepted through the [Chula Vista Police Foundation](https://chulavistapolicefoundation.org/donate-today/), which is a 501(c)3 tax-exempt organization. All donations are tax-deductible. There are two ways to donate:

- Visit <https://chulavistapolicefoundation.org/donate-today/> to donate directly on the Chula Vista Police Foundation website. Be sure to type “SRO Shoe and Sock event” in the “Comment” section.
- Write a check payable to “Chula Vista Police Foundation” with “SRO Shoe and Sock event” written in the memo section. Send it to ATTN: Chula Vista Police Foundation, 315 Fourth Avenue, Chula Vista, CA 91910

EVENT DETAILS:

DATE: Saturday, December 13th, 2025

TIME: 7:00 A.M.

LOCATION: WSS Shoes (614 Palomar Street, Chula Vista, CA 91911)

***Email pio@chulavistapdca.gov or call/text Sgt. Molina at (619) 385-6775, if you will be attending. He will be on-site and available to coordinate interviews.**



Prepared By: Public Info Specialist Cait Clark
Copies Sent To: San Diego Media

Approved By: Lt. Ernie Pinedo
Date/Time: 12-10-2025 | 1100