

MAKING CHANGE

Tips From an Underage Overachiever



FOR IMMEDIATE RELEASE

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15 Year Old Social Activist Lives Life Without Shoes To Raise Awareness About Child Poverty

Toronto, Ontario – 15 year-old Bilaal Rajan has everyone kicking off their shoes and going barefoot to help raise awareness about child poverty.

June 1st is International Children's Day, and Rajan is participating in an annual event he launched three years ago called the Barefoot Challenge, where he lives life without shoes for the day to raise awareness about child poverty worldwide.

"I've visited countries in Africa and met with hundreds of children who walk miles every day barefoot to fetch water, work on their farm lands, and even go to school," says Rajan. "I thought of what life would be like to live without something we take for granted: shoes!"

The challenge is quickly gaining momentum. Hundreds of people from all over the world have signed up to the Barefoot Challenge [Facebook page](#). "This year's Challenge is going to be bigger than ever," says Rajan.

Since 2001, Rajan has been instrumental in raising millions of dollars for various causes. He has been an official Youth Ambassador for UNICEF Canada since 2005, and in 2008 became a published author of the best-selling book *Making Change: Tips from an Underage Overachiever*.

Rajan is asking Barefoot Challenge participants to raise awareness and contribute to their children's charity of choice or to donate to [UNICEF Canada](#). "This initiative is a call to action," he says. "And when people ask me why I don't have shoes, I'll remind them that millions of children throughout the world don't either."

For more information, visit his website at www.makingchangenow.com.

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Sean Cain, Executive Assistant for Bilaal Rajan
(416) 888-8038
media@gobarefeet.com
www.makingchangenow.com