

A&A All The Way Foundation: Aaron Jones' Yards for Shoes campaign, presented by Cousins Subs®, to donate 841 pairs of shoes to Boys & Girls Clubs of Wisconsin in May

Posted on Thursday, May 5, 2022

>> WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)

Green Bay, Wis. – May 5, 2022 – Beginning May 10, Green Bay Packers Running Back Aaron Jones and his A&A All The Way Foundation will distribute 841 pairs of shoes to Boys & Girls Club of Wisconsin.

As part of Jones' Yards for Shoes campaign, presented by Cousins Subs®, for every rushing yard Jones gained this past season, his A&A All The Way Foundation pledged to donate a pair of Adidas shoes to a child who needs them.

During the 2021/2022 season, Jones earned 799 rushing yards, or 799 pairs of shoes, and Green Bay Packers fans funded an additional 42 pairs of shoes, making the grand total 841 pairs. Over the next week, the A&A All The Way Foundation will work with Boys & Girls Clubs in the Fox Valley, Green Bay, Oshkosh, Washington County and Kenosha to distribute the shoes.

"I love that I am able to give back to the Wisconsin community through Yards for Shoes," said Jones. "The joy on the kids' faces when they get a new pair of shoes is always priceless. I'm glad we're able to give over 800 pairs to kids across the state."

Yards for Shoes originally started during the Packers' 2020/2021 post-season games. After having great success with the initiative, Jones, his A&A All The Way

Foundation and community partner Cousins Subs® decided to extend the campaign through the entirety of the Packers' 2021/2022 season. This allowed Jones to keep making an impact in Wisconsin and expand the shoe drive from Green Bay to other areas across the state.

“At Cousins Subs, giving back to our local communities is at the core of what we do,” said Justin McCoy, vice president of marketing at Cousins Subs. “It’s an honor to work with such an upstanding guy as Aaron Jones and we are thrilled to support his effort in giving back. We are proud to include a custom pair of Cousins Subs socks with each of the 841 pairs of shoes.”

Jones started the A&A All The Way Foundation with his twin brother, Alvin Jones Jr., in October 2020 to make an impact on the lives of our nation’s youth through charitable giving and action.

In 2021, the Green Bay Packers nominated Jones for the NFL’s Walter Payton Man of the Year Award for his outstanding community service activities off the field.