Trio Fights Hunger

Trio Teams To Fight Hunger
In Conjunction With Parade

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PASO, Texas (September 22, 2008) - The Sun Bowl Association, FirstLight Federal Credit Union and West Texas Food Bank have come together for the third straight year to fight hunger in conjunction with the FirstLight Federal Credit Union Sun Bowl Parade Food Drive.

"The
FirstLight Federal Credit Union, the Sun Bowl Association, and the West Texas Food Bank has partnered up for the third year for a food drive in conjunction with the FirstLight Federal Credit Union Sun Bowl Parade," said FirstLight Federal Credit Union president Karl Murphy. "Last year, the community including many businesses and individuals donated over 55,000 pounds of food for El Paso and the surrounding community. This year, we aim to surpass that amount.

"FirstLight
Federal Credit Union strongly believes in helping our members achieve financial success and shows it, not only by providing the financial products and services our members need, but by giving back to the communities that we serve. Employees of FirstLight and its members alike can aide in the fight against hunger in the city of El Paso
and its surrounding communities."

Themed
"El Paso Pride," the parade is the most attended event in the Southwest, drawing large crowds every Thanksgiving. Thus, sponsoring a canned food drive for the area's less fortunate during a time when help is most needed is a cause that SBA special events director Joe Daubach recognized and hopes it continues to grow throughout the community.

Any
organization can join the contest that will begin Oct. 1 and run through Nov. 3. The Sun Bowl Association, FirstLight Federal Credit Union and West Texas Food Bank will honor the contest winner with a pre-built float displaying their name to commence the parade.

"The first year we collected around 3,500 pounds, last year we collected around 55,000 pounds, and this year we hope to top 75,000 pounds," said Daubach. "Last year's food drive contest winner was El Paso Trench Safety who still gets phone calls from potential clients who saw their number on the food drive winning float."

Additionally, the winning organization will also have the opportunity to have one company vehicle in the parade as well as have participants walking around the float and interacting with the crowd.

"With over 300,000 people attending the parade each year, this is a great incentive for any organization to promote itself around El Paso and surrounding areas," said SBA president Joe Valenzuela. "Together we can work to improve the quality of life and assist those fellow citizens that needed a helping hand."

The parade will take place Thursday, Nov. 27 on Montana Avenue, between Ochoa and Copia Streets.

Attendees are also asked to bring canned goods to the parade as volunteers will be collecting the items for the food drive along the parade route. "The help of every individual in our community is more important than ever, and if every person attending the parade will commit to bring one or two cans of food, this can make a tremendous difference in reaching out to our neighbors in need," said West Texas Food Bank executive director Hyta Folsom.

"We are seeing more and more people who need our help - many who are struggling with day to day expenses just to take care of the basics of life - food, clothing, and shelter," added Folsom.

The West Texas Food Bank annually serves 117,000 people in the 22 counties of West Texas providing over five million pounds of food a year.

Enhancing the

Parade

Material
donations are also needed for float construction to enhance the parade. Items needed include building material such as rebar, steel tubing, and wood, hardware such as bolts, nuts, and nails, tools such as saws and drills, and cotton trailers or working trucks to build around. Additionally, voluntary assistance is needed to transport materials to the float-building location, to design and build a float, and to build/sponsor floats of their own. Monetary donations to help with float-building costs are also of high importance. Anyone who is able to help with the requests will be listed in thank you advertisements that pertain to the parade. All donations are tax-deductible.

Banes
General Contractors has already donated several loads of material which will help build two to three floats. If any other general contractors/builders have any material left over from job sites, the Sun Bowl Association would greatly appreciate those donations. Loading, picking up, and delivering material to the float warehouse would be provided by the Sun Bowl Association.

For
more information about the 2008 FirstLight Federal Credit Union Sun Bowl Parade Food Drive or to donate to float-building, please contact Joe Daubach, Sun Bowl special events director at 533-4416.