Sun Bowl Parade Food Drive

Contributed by Trenten Hilburn
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Partners Come Together For Largest

Organzied Food Drive In West Texas

EL PASO, Texas (November 9, 2006) – The Sun Bowl Association, FirstLight Federal Credit Union and the West Texas Food Bank have teamed together to institute one the largest can food drives in the region. The trio will institute the food drive on Thursday, Nov. 23 (Thanksgiving Day) at the 70th Annual FirstLight Federal Credit Union Sun Bowl Parade. The parade route runs along Montana Avenue from Ochoa Street to Copia Street.

Sun Bowl Association And FirstLight FCU Team

With West Texas Food Bank For A Food Drive

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“We had 350,000 fans in attendance at the Parade last year to set a new attendance record,” said Linda East, Sun Bowl Association president-elect. “If we had each person bring in one can good, just think of the number of people that we could help. We are really excited about this partnership, because the Parade is about the community and this partnership with FirstLight and the West Texas Food Bank is also about giving back to the community.”

Persons wishing to help with the food drive can bring their donations to the Sun Bowl Association offices at 4150 Pinnacle Street or at any FirstLight Federal Credit Union branch in El Paso and Las Cruces. Donations can also be delivered to the West Texas Food Bank at 3727 Shell Street.

“FirstLight Federal Credit Union is glad to sponsor the Sun Bowl parade again this year. We are proud members of the El Paso and Las Cruces communities,” said Brian Cedergren, executive vice president of FirstLight Federal Credit Union. “It gives us a great deal of gratitude to be able to support these communities and those families in need through this year’s food drive.”

November and December are the two months when the West Texas Food Bank has its highest need.

“West Texas Food Bank is very grateful for the opportunity we have to provide the El Paso community with food assistance year-round,” said Elizabeth Ann Wallace, West Texas Food Bank food operations specialist. “The additional support offered by the Sun Bowl Parade and FirstLight Federal Credit Union is so important because it comes when demand for assistance is the highest.”

The West Texas Food Bank annually serves 117,000 people in the 22 counties of West Texas. America’s Second Harvest, the sponsor of the food bank networks across the U.S., indicates that more than two million people are assisted in the State of Texas each year and 25 million people are provided assistance from food banks nationwide.

“While many families will have leftovers from their holiday feasts, thousands of El Pasoans will have barely enough to eat,” added Wallace. “The Food Drive during the Sun Bowl Parade will go a long way to correct the imbalance.”

With such a captive audience, Sun Bowl Association special events director Joe Daubach feels that this is a perfect way to combat hunger during the holiday season. “When you think about how many people have had their lives affected by the parade in one way or another over the years, how great would help others this holiday season?”

The FirstLight Federal Credit Union Sun Bowl Parade schedule for Thanksgiving Day will be led by 2006 Grand Marshal Brut Racing Funny Car Driver Ron Capps.

Capps becomes the 11th sports figure to serve as Grand Marshal of the FirstLight Federal Credit Union Sun Bowl Parade, joining a group that includes sports icons Don Haskins, Bobby Dobbs, Lee Trevino, Mickey Mantle and Don Maynard.

Capps and the Brut Racing Dodge Charger will be at the FirstLight Federal Credit Union branch at 9993 Kenworthy in El Paso from 5-6 p.m. on Wednesday, Nov. 22. Capps will be signing autographs and taking pictures with fans the day before the FirstLight Federal Credit Union Sun Bowl Parade.

The 70th FirstLight Federal Credit Union Sun Bowl Parade is Thursday, Nov. 23 at 10 a.m. The parade runs along Montana Avenue beginning at Ochoa Street and ending at Copia Street. Review Stand tickets for the parade can be purchased at any FirstLight Federal Credit Union branch office, Good Time store location or at the Sun Bowl Association office. This year’s parade theme is “America’s Decades.”

FirstLight Federal Credit Union Sun Bowl Parade

Food Drive Drop Off Locations
FirstLight Federal Credit Union Locations

Del Rey Branch

3105 Del Rey Blvd.

Las Cruces, NM 88012

Foster Branch

300 East Foster Road

Las Cruces, NM 88005

William Beaumont

Army Medical Center Branch

5005 N. Piedras

El Paso, TX 79920

Kenworthy Branch

9993 Kenworthy

El Paso, TX 79924

Lee Trevino Branch

1555 N. Lee Trevino

El Paso, TX 79936

Marshall Branch

1741 Marshall Rd.

El Paso, TX 79906

Sun Bowl Association

4150 Pinnacle Street, Suite 100

El Paso, Texas 79902-1019

(915) 533-4416

West Texas Food Bank

3727 Shell

El Paso, TX 79925

(915) 595-1060

El Paso County Hunger Relief Partners

The West Texas Food Bank is provided with assistance from these hunger relief partner agencies in El Paso County:

Abundant Living Faith Center

Amigo Kidney Foundation

Anthony United Methodist

Apostolic Assembly of Faith

AYUDA-Adult & Youth Dev.

Bethel Temple Assembly of God

Boys & Girls Club of El Paso

Centro de Salud Familia la Fe

Centro Nueva Vida Iglesia

Christ Miracle Church-Mission

Christian Schools of El Paso

Church on The Street

Dame La Mano

Desert View Valley Food Pantry

Dismas Charities, Inc.

E P Area Foster Parent Assoc.

El Paso Children’s Day Care

El Paso Families First

El Paso Hispanic Four Square

El Paso Junior Academy

Emmanuel United Methodist

EP Center Against Family Violence

EP Ctr Against Family Violence

Exciting Immanuel Baptist Church

Father Yermo Convent

Good News Apostolic

Harvest Medical Ministries

Highland Food Cupboard

Holy Light Church of God

Hospice of El Paso

Houchen Community Center

Iglesia Apostolica De La Fe

Iglesia Fuente De Vida

International AIDS Empowerment

Junior Enlisted Fam. CTR-YMCA

Knights of Columbus

La Familia Del Paso, Inc.

La Posada Home, Inc.

Ladies of Charity

Meraz Spanish Seventh Day

Ministerio En Victoria

Mission Getsemani

Montwood Church of Christ

NEW Hope Apostlic Church

New Life Home, Inc.

Opportunity Center

Paso Del Norte

Phillips Chapel CME Church

Primera Iglesia Hispana De Naz

Region 19 ESC Migrant Education

Rescue Mission of El Paso

RESCUE MISSON

Reynolds House Nonprofit

Rose of Sharon Church-El Paso

Sacred Heart Church

Salvation Army of El Paso

San Antonio De Padua Church

Santa Lucia Church

Shalom Christian Church

Smyrna Seventh Day Adventist

Society of St Vincent De Paul

St. James-Myrtle UMC

That Marvelous Light Baptist

The Word of The World, Inc.

Trinity Recovery Center-EP

Trinity-First United Methodist

Victory in Jesus, Inc.

Victory Ministry

Vineyard Christian Fellowship

Vista Hills Baptist Church

White Acres Good Samaritan

World Mission Society

World Victory Center

Ysleta Lutheran Mission

Zoe Abundant Life/Foundation