Harvest Christian Center Wins Clothing Drive Contest

EL PASO, Texas (November 1, 2010) – Over 37,000 pounds of clothing has been collected to date by the 2010 FirstLight Federal Credit Union Sun Bowl Parade Food Drive to benefit the Goodwill Industries of El Paso and other local charities.

Over 40 local businesses, non-profit groups and organizations from the El Paso & Las Cruces areas participated in the clothing drive. Clothing is still being collected to support the clothing drive effort throughout the holiday season.

Harvest Christian Center took top honors in the clothing drive by bringing in the most pounds of clothing for Goodwill Industries of El Paso. By collecting the most clothing for the drive, Harvest Christian Center will have a float in this year's parade.

Funtastico Pizza & Games finished second, while the El Paso International Airport, Sun City Self Storage and Telerx round out the top five company donations in the clothing drive. FirstLight Federal Credit Union and the El Paso YMCA brought in two of the top donations, but were not eligible to win the event due to their sponsorship of the clothing drive.

"The energy and participation in El Paso and Las Cruces was impressive," said Tom Anderson,

president and CEO of Goodwill Industries of El Paso. “With over 15 tons of clothing collected in the six-week competition, the Clothing Drive partner organizations and the people they serve will benefit greatly.

“Thank you, El Paso and Las Cruces, for your wonderful outpouring of generosity towards the less fortunate in our communities! And a hearty thanks to the business leaders who encouraged and supported their employees and members to give.”

This marks the first year the parade organizers have conducted a clothing drive in conjunction with FirstLight Federal Credit Union Sun Bowl Parade.

“El Pasoans are such a giving people and have really stepped up to help their own,” said Sun Bowl Association Executive Director Bernie Olivas. “The partnership between the Sun Bowl, FirstLight, YMCA and Goodwill seems to have really paid off. I can only see this event flourish in the future.”

As the winner of the clothing drive contest, Harvest Christian Center will be honored with its own float in the parade, which is entitled “The Ship of Dreams.” The float was built by Sun Bowl Association volunteers and will be featured as first float in the parade procession.

“We are really excited at how successful this clothing drive was in just its first year,” said Karl Murphy, president of FirstLight Federal Credit Union. “The real winners in all of this are the people this helps in our community.”

The 74th Annual FirstLight Federal Credit Union Sun Bowl Parade is Thursday, November 25 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, Circle K store locations or at the Sun Bowl Association office. This year’s parade theme is “Building A Dream.” This year’s grand marshal is the City of El Paso for being named an All-America City for 2010.