



Clothing Drive Challenge

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Local businesses and organizations joined forces to collect 37,134 pounds of clothing for the 2012 FirstLight Federal Credit Union Sun Bowl Clothing Drive that will benefit the Goodwill Industries of El Paso and local charities.

“On behalf of Goodwill Industries, we would like to thank our partners in this year’s clothing drive, the businesses and organizations that supported the business challenge, and the people of El Paso and Las Cruces for their generous support in 2012,” said Tom Andrews, President and CEO of Goodwill Industries of El Paso, Inc. “Thirty-four organizations participated in the business challenge with 79 locations, and together we collected over 37,000 pounds of clothing and textiles that will be used to benefit five charities in our area.

“These charities support boys and girls, abused women, families of Armed Forces servicemen

and women, those affected by disasters, and low-income families.”

Harvest Christian Center was this year’s top contributor to the clothing drive by collecting the most pounds of clothing and will be awarded a prebuilt Thanksgiving parade float.

“Harvest Christian Center loves to reach out to others and we are delighted to partner with our community in this way,” said Lorayn Melton from Harvest Christian Center. “We love our city and the people that call El Paso home. Each year people ask if we will participate in the clothing drive again and each year we build a ‘Mountain of Goodwill’ in our lobby. We would like to express our gratitude to Goodwill, FirstLight and the Sun Bowl Association for allowing us this opportunity to contribute to our community and we’re very excited about winning a float in the parade.”

This is the third year FirstLight Federal Credit Union, the Sun Bowl Association, the YMCA and Goodwill Industries of El Paso have teamed up to give the annual Thanksgiving parade, now in its 76<sup>th</sup> year anniversary, a way to give back to the community that has made the parade the most attended event in the Sun City.

“The clothing drive provides an opportunity for local businesses and members of the community to come together to support El Paso and Las Cruces, said Karl Murphy, President and CEO of FirstLight Federal Credit Union. “We are extremely grateful for all the support that has been provided and I would like to express thanks to all those who have participated in this event. FirstLight Federal Credit Union is excited about the opportunity to give back to the community through our clothing drive again this year.”

In addition to awarding a prebuilt float to Harvest Christian Center, three organizations will be given a chance to participate in the Thanksgiving day parade. The Armed Services YMCA, the County of El Paso and the Junior League of El Paso all collected over 2,500 pounds of clothing.

Collections from the Clothing Drive are valued using a predetermined formula. Goodwill Industries will distribute \$1,120 in vouchers to each of the following El Paso and Southern New Mexico charities as a result of this successful clothing drive:

- La Casa in Las Cruces
- El Paso Armed Services YMCA
- American Red Cross El Paso Chapter
- Lee and Beulah Moor Children’s Home
- Project BRAVO

The vouchers are to be used by clients of these charities to purchase personal goods from Goodwill stores.

The 76<sup>th</sup> Annual FirstLight Federal Credit Union Sun Bowl Parade is Thursday, November 22 at 10 a.m. The parade route 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, Circle K store locations or at the Sun Bowl Association office for \$5.

This year's parade theme is "Comic Book Superheroes and Villains." Marvel Comics' Spiderman, Thor and Iron Man will serve as grand marshals of the parade.

Clothing is still being collected to support the clothing drive effort throughout the holiday season at all Goodwill locations.

Complete list of participating businesses and organizations:

American Red Cross  
Armed Service YMCA  
Camino Real Middle School  
CEA Group  
Chase Bank  
City of El Paso  
County of El Paso  
Cox Smith  
Dahill  
Del Valle High School  
El Paso First Health Plans, Inc.  
Farmers Insurance  
FirstLight Federal Credit Union  
Harvest Christian Center  
Helen of Troy  
Junior League of El Paso  
Kaplan College  
KCOS-TV  
KVIA-TV  
Liberty Mutual  
Logan Elementary School  
Postal Annex

Postal Depot  
Project Bravo  
Radisson Hotel  
Rio Bravo Middle School  
Rio Bravo Title LLC  
Rudolph Dealerships  
South Loop Elementary School  
Sun Bowl Association  
Superior Health Plan  
Tropicana Properties  
VNA of El Paso  
YMCA

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