

PRESS  RELEASE

Cal Farley's

P.O. Box 1890 • Amarillo, TX 79174-0001 • 806-372-2341

FOR IMMEDIATE RELEASE: November 7, 2006

***SEVERAL DOZEN CHILDREN LIVING AT
CAL FARLEY'S BOYS RANCH
TO RECEIVE SHOPPING SPREE AT SEARS...
AND WE AIN'T "LION"***

Who: Area Lions Clubs

What: 37th Annual "Coat & Shoe" Shopping Trip to Benefit Cal Farley's

When: Sunday, November 12, 2006; 2:00 PM

Where: Sears ~ Westgate Mall

Amarillo- In 1969, members of the area Lions Clubs saw a need to make sure each resident at Girlstown, U.S.A. had a new coat for the approaching winter months, as well as new shoes to wear to church. That tradition will continue this weekend as Lions from across the Panhandle will again be assisting youngsters living at Cal Farley's. More than 60 Boys Ranch residents will benefit from the money collected at Lions Club fundraisers. One Lions Club member from Borger said, *"It makes all the flippin' hamburgers and everything worth while."* Ashley, a Cal Farley resident that has participated in more than ten "Coat & Shoe" shopping trips said, *"I always like meeting and shopping with the people who worked so hard to raise the money to help get me the clothes."* One of the event founders commented, *"I remember one little girl, many years ago, that put on a coat that was way too big for her... but we couldn't get her to take it off because it was the first new coat she had ever had on."* Ashley still remembers her first coat a decade ago. *"It was pink with fur around the hood,"* she said.

Beginning at 2:00 P.M. adult shoppers will be paired with a child. The volunteer shopper and the child will then select clothing items from a shopping list the resident and his or her houseparents determined were the student's most needed items. The shoppers volunteering to help include Lions Club members, volunteers from the WTAMU Women's Association, community volunteers and Cal Farley's employees.

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Once all of the shopping is completed, the children and volunteers will head to Mr. Gatti's for a pizza party. Sears Roebuck and Company is providing a generous discount so that the students are able to purchase as many clothing items as possible. The Lions Club "Coat & Shoe" event is just one of many projects the Lions support across the Texas Panhandle.

Approximately 310 boys and girls currently live in group homes at Cal Farley's Boys Ranch and Cal Farley's Girlstown, U.S.A. In a structured, Christ-centered environment, at-risk children from pre-school to high school enjoy a variety of academic, vocational and spiritual activities. These services are provided by the non-profit Cal Farley organization at no cost to the children or their families.

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