

PRESS  RELEASE

Cal Farley's

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

FOR IMMEDIATE RELEASE: February 12, 2007

**Valentine's Day Celebration to Mark
Heartfelt Partnership Between
♥Two♥ Respected Non-Profits**

Who: Downtown Women's Center (DWC) and Cal Farley's
What: Anniversary Celebration of Unique Partnership
When: Wednesday, February 14, 2007; 10:30 a.m.
Where: DWC's Furniture and Appliance Store (southeast corner of 10th & Monroe)

Amarillo- A joint venture between Cal Farley's and the Downtown Women's Center proves how two very differently focused non-profit agencies can find common ground in order to successfully partner. The result has been a win-win situation for both organizations involved. On Wednesday, February 14, 2007, at 10:30 a.m. the Downtown Women's Center and Cal Farley's will commemorate the one year anniversary of Thrift Town Too (TTT). TTT is a furniture and appliance resale store which opened as an expansion of Thrift Town, under the supervision of the Downtown Women's Center.

The building that TTT utilizes is owned by Cal Farley's and is near their corporate office in downtown Amarillo. In a demonstration of support for the Downtown Women's Center, Cal Farley's provides the building, utilities, maintenance and security for the location. In exchange, the Downtown Women's Center provides job opportunities, furniture, appliances, clothes and household items to former residents of Boys Ranch or Girlstown, U.S.A. and clients of Cal Farley's Family Resource Centers

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In addition to managing the retail aspect of both Thrift Towns, last fiscal year the Downtown Women's Center gave away \$49,000.00 worth of merchandise to people in need throughout the community. The referrals to the Downtown Women's Center came from over 40 different agencies, churches and shelters. Diann Gilmore, Executive Director of the Downtown Women's Center, says, "We are just grateful for the opportunity to assist other agencies and their clients."

Cal Farley's cares for approximately 310 at-risk boys and girls at its two campuses – Cal Farley's Boys Ranch and Cal Farley's Girlstown, U.S.A. Children from pre-school through high school are accepted with no charge to their families. The Cal Farley programs provide a variety of academic, vocational, spiritual and extra-curricular activities for the children in care, in a Christ-centered environment.

The anniversary of this "Partnership of Caring" will be commemorated by words from Dan Adams, President and Chief Executive Officer of Cal Farley's, Diann Gilmore and an individual that has greatly benefited from the employment opportunity provided by Thrift Town Too. Additionally, refreshments will be from 10:00 a.m. – 12:00 p.m. and in-store sales will be offered all day. We hope you can mark your Valentine's Day by helping us commemorate this special partnership.