

PRESS  **RELEASE**

Cal Farley's

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Randall County, Amarillo Area Foundation and Cal Farley's announce PRIDE in new partnership

Who: Cal Farley's, Randall County Juvenile Probation, Amarillo Area Foundation
What: Potter and Randall Intervention and Drug Education (P.R.I.D.E.) Program
When: Tuesday, August 30, 2005, 10:30 AM
Where: Randall County Juvenile Probation (9300 South Georgia)

Amarillo- A program that helps area youth to overcome the difficulties associated with substance abuse may have been in financial jeopardy without the intervention of some local organizations. P.R.I.D.E. stands for the Potter and Randall Intervention and Drug Education. The program provides quality intervention, prevention and alternative services for youth in the early stages of drug and alcohol abuse. On Tuesday, August 30, 2005, at 10:30 AM, Cal Farley's, a non-profit organization, the Amarillo Area Foundation and Randall County officials will announce an unprecedented collaboration between these organizations. This partnership ensures the P.R.I.D.E. program's continued service to the community. Randall County's Chief Juvenile Probation Officer, Jane King, says the partnership is "*A natural and exciting fit because it allows the Cal Farley organization to come into more community-based services, and it allows Randall County to rely on Cal Farley's expertise in the childcare industry.*" King goes on to explain that the alliance pairs a government organization with a private organization "*to do what we each do best and to support each other.*" At one point in its recent history, funding for the P.R.I.D.E. program was in jeopardy. Jim Allison, President and CEO of the Amarillo Area Foundation, says that this new collaboration is vital to P.R.I.D.E.'s

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success, and the Foundation is enthused about financially supporting the continuation of the program. *“This is an alliance formed to deploy resources in a way which should promote efficiency and higher performance. We believe that this venture will be the first of many collaborative efforts focused on more effective use of shared resources.”* Dan Adams, President and CEO of Cal Farley’s, says that partnerships are critical in order to ensure the community maximizes the potential of all resources available. *“Rather than duplicating services, organizations can collaborate in an effort to deliver more powerful programs and services.”* Additionally, the combination of the missions of the P.R.I.D.E. program, the Amarillo Area Foundation and the Cal Farley organization creates a powerful joint venture in providing services to youth of the Texas Panhandle.

Cal Farley’s is a non-profit organization which cares for over 300 boys and girls at both 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 extracurricular activities for the children in care.

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