



****MEDIA ADVISORY/PHOTO OPP****

DATE: July 5, 2011

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Luis Gonzales, Jennie Finch “Give Like an All-Star” to help 5,800 Valley School Kids

\$1.8 million in new school clothes, 10,000 backpacks filled with school supplies, 2,500 volunteers

Baseball will fill the air during this year’s Back to School Clothing Drive “New Clothes, New Beginnings” annual distribution event when thousands of high-need school children receive backpacks, school supplies and hygiene items with the help of Arizona Diamondback All-Star Luis Gonzales, University of Arizona and USA softball player Jennifer Finch, and more than 2,500 dedicated volunteers.

Approximately \$1.8 million in new clothes and school supplies will be distributed to 5,800 Valley elementary school children over the week-long event, while another 3,000 students in Northern Arizona will receive backpacks filled with school supplies as part of the BHHS Legacy Foundation Backpack Buddies program. Another 1,000 kids will benefit through several nonprofit and social service agencies participation in the event. In all, about 10,000 children will benefit from the event through the generous financial contributions, corporate sponsorships and employee volunteers from companies including: Bank of America, the Official Bank of Major League Baseball; KPHO CBS 5 TV; Boys Team Charities; National Charities League; Intel; US Airways; Kohl’s; General Dynamics; USAA, Wells Fargo, JP Morgan Chase; Delta Dental of Arizona, and others.

WHEN: **Monday, July 11 – Friday, July 15, 7:30 a.m. – 4:30 p.m.:** Each day hundreds of volunteers will transform the ASU Preparatory Academy gymnasium (735 E. Fillmore Street) into a huge department store so hundreds of high-need students can “shop” for the things they need to make their first day of school a great day!

****Pre-Event MEDIA/PHOTO OPS****

- July 6– 7:** **“Truck Unloading Day”** – Two semi-trucks filled with more than 80 pallets of school supplies and other merchandise are unloaded.
- July 8:** **“Backpack Stuffing Day”** – 10,000 backpacks will be filled by 300 volunteers including Luis Gonzales, Jennie Finch, and employees from Bank of America and other organizations, in preparation for the big clothing distribution.
- July 9:** **“Department Store Set up Day”** – ASU Preparatory Academy gymnasium is transformed into a department store just for our kids. Eight departments will be set up including the new children’s book department with over 5,800 books. USAA, Freeport McMoran Copper and Gold, National Charities League, Boys Team Charities, and others volunteer groups on hand.

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****Event MEDIA/PHOTO OPS ****

- July 11:** “**Bank of America Day**” – Over 100 Bank of America volunteers will help kids shop for new school clothes and supplies. A formal ceremony recognizing Bank of America’s sponsorship will take place from 9:30 – 11 a.m. featuring Luis Gonzales and other celebrities.
- July 12:** “**Civic/Community Group Day**” – Volunteer and civic organizations including Boys Team Charities, National Charities League, Alpha Kappa Alpha Sorority, Alpha Delta Kappa and others
- July 13:** “**BHHS Legacy Foundation Day**” – This annual event is made possible through the generous support, sponsorship, and efforts of the BHHS Legacy Foundation and Legacy Connections which helps raise funds for the event. CEO Gerry Wissink will be available for interviews and comments on the largest volunteer event of the summer.
- July 14:** “**CBS 5/Cox Communications Day**” – KPHO CBS 5 TV “Pays It Forward” this year with the generous support of Cox Communications.
- July 15:** The final day of the week-long distribution, 1,100 kids per day, 130 schools, 40 school districts will participate in the event.

WHO: 5,800 children in grades K–6 from more than 130+ Valley Title I schools. In many cases, these are the only new clothes the kids have ever had because their families must make hard choices between buying food, paying rent, or preparing their children for school.

WHERE: ASU Preparatory Academy gymnasium, 735 E. Fillmore Street, Phoenix, AZ 85006

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