



*Dedicated to Outstanding Customer Service for a Better Community*

**S E R V I C E   S O L U T I O N S   S U C C E S S**



**Press Release**

Contact: Julie Lozano @ 541-4010  
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**MLK Canned Food Drive 2012**

**Who:** Organized by departments of the City and County of El Paso, The Salvation Army, The El Paso Rescue Mission, the Opportunity Center for the Homeless, the Center Against Family Violence, AmeriCorps, UTEP's Greek Council and others

**What:** MLK Canned Food Drive  
January 5 through January 16, 2012

**How: The Public can donate at the following locations:**

- Big 8 Food Stores
- City Hall
- County Courthouse
- El Paso Electric Locations
- El Paso Juvenile Justice Center
- Public Libraries
- Sheriff's Department Facilities
- Vista Central Grocery Store
- Wal-Mart Stores
- Wal-Mart Neighborhood Markets

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John F. Cook

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**City Manager**  
Joyce A. Wilson





**All food collected goes to these organizations that serve the less fortunate:**

The Center Against Family Violence  
La Fe Montana Vista Community & Resource Center  
The El Paso Rescue Mission  
El Paso Villa Maria  
La Familia of El Paso  
La Posada Home  
The Opportunity Center for the Homeless  
Reynolds Home  
The Salvation Army

**Food Drive helps to replenish depleted shelves at agencies and organizations that serve people in need**

The 12<sup>th</sup> Annual Martin Luther King Jr. Canned Food Drive will be held from Thursday, January 5 through Monday, January 16<sup>th</sup> 2012. The public is asked to donate canned and non-perishable food donations at several locations throughout the City and County including City Hall, County Courthouse, all Wal-Mart Stores, Big 8s, Public Libraries and other locations. The food collected will be sorted and distributed to organizations that served the less fortunate on Monday, January 16, 2012 (MLK Day). Since its inception, the MLK Canned Food Drive has collected an estimated 200 tons of food.

The MLK Canned Food Drive is collaboration between the City and County of El Paso, as well as other community partners, in honor of the late Dr. Martin Luther King Jr. In 1994, congress ratified the King Holiday and Service Act bringing King's vision of public service and non-violent social change once again to the forefront of the American conscience. Since then, the Corporation for National and Community Service in partnership with the Martin Luther King Jr. Center for Non-violent Social Change, and communities across the country, have worked to make the King Holiday a day on, instead of a day off. The idea is to encourage people to volunteer on the third Monday in January to help make their communities a better place to live by serving others much as Dr. King did

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throughout his life. There will be many projects across American that will be held to help make Dr. King's dream a reality.

Since its inception in 2001, El Pasoans have donated over 200 tons of non-perishable canned or dried food to organizations in our community, that serve the less fortunate. Starting on Thursday, January 5, there will be dozens of drop-off sites throughout the city where individuals can place their donations. On Monday, January 16, the food will be collected and sent to a warehouse where it will be sorted by hundreds of volunteers and distributed among several beneficiaries including the Salvation Army, the Opportunity Center for the Homeless, the El Paso Rescue Mission, the Center Against Family Violence and others. For more information please call 543-5468.



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