



FOR IMMEDIATE RELEASE

Contact:

C&L Ward

Michelle Shook
VP of Marketing
810.503.1164
mshook@goclward.com

Flint Firebirds

Susana Wight
Director of Community Relations & Marketing
810.744.0580 ext. 214
Susana@flintfirebirds.com

Catholic Charities

Christina Cooper
Development and Outreach Specialist
810.232.9950 ext. 325
cooper@ccsg.org

C&L WARD AND FLINT FIREBIRDS PARTNER FOR 2nd ANNUAL “STUFF THE TRUCK” FOOD, TOILETRIES AND WINTER WEAR DRIVE

Catholic Charities of Shiawassee and Genesee Counties to Benefit

November 17, 2015 (Davison & Flint, MI) - C&L Ward has partnered with the Flint Firebirds Hockey Team for their 2nd annual “Stuff the Truck” food, toiletries and winter wear drive to benefit Catholic Charities’ North End Soup Kitchen and Center for Hope Community Closet. The event, which will kick off Catholic Charities’ ‘25 Days of Giving’ promotion in conjunction with WEYI NBC 25, will be held on Wednesday, November 25 (the day before Thanksgiving). The drive will start from 10am-4pm at the C&L Ward Davison location at 9284 Lapeer Road then will continue during the pre-game festivities for the Flint Firebirds game that evening, beginning at 5pm. The goal is to fill one or more of the C&L Ward’s trucks with non-perishable canned goods and other food, toiletries, clothing and household items during the time of the event. Monetary donations will be accepted, as well. There will be free tickets to that night’s Firebirds game for the first 200 people to donate three or more items (one ticket, per person, per three items), refreshments and a chance to register for a VIP ticket and merchandise package for the December 4th Firebirds game and C&L Ward’s 10K Home Makeover. In addition to the drives, the Flint Firebirds will donate that evening’s earnings from the 50/50 drawing and the ‘Chuck-a-Puck’ contest to Catholic Charities.

“There are so many individuals and families in our community who are struggling to get by; I think this is especially true during the holiday season,” comments Vicky Schultz, President and CEO of Catholic Charities. “We are so grateful to C&L Ward for joining Catholic Charities to help those in need, and for their ongoing commitment to giving back to our community,” adds Schultz.

“We have worked with Catholic Charities in the past and understand the real and immediate need in our community for not only hot meals from the soup kitchen but toiletries, clothing and household items for those that the community closet serves,” stated Michelle Shook, Vice President Marketing and Communications for C & L Ward. “We chose the day before Thanksgiving to show our gratitude to this wonderful community who has been so supportive of us for the last 43 years. We feel that people will be shopping for their own Thanksgiving feasts during this time, so we want to encourage them to buy a little extra and bring it to the events to help us fill our van so those in need have these items

during the cold winter months.” Shook continues, “The Flint Firebirds are a great partner of ours and expanding the event to include them would be a huge benefit to Catholic Charities.”

“We are honored to be partnering with our sponsor C&L Ward to help “Stuff the Truck” for Catholic Charities and help kick off the 25 Days of Giving with NBC 25,” said Susana Wight, Director of Community Relations and Marketing for the Flint Firebirds. “They provide such an important service to our community.”

Catholic Charities’ three Soup Kitchens served more than 184,000 meals to Genesee County residents last year and rely heavily on donations to make this possible. They accept non-perishable food items, cutlery kits, cups, napkins, and monetary donations. Foods most needed currently are: pasta, tomato sauce, canned vegetables, canned meat, rice, beans, boxed potatoes, stuffing and canned fruit.

Catholic Charities’ Center for Hope Community Closet distributes toiletries, household items and clothing to the less fortunate. They are most in need of bar soap, dish soap, laundry soap, shampoo, toothpaste and deodorant. They gladly accept travel-sized and hotel toiletries. In addition, there is an urgent need for new or gently used winter items such as hats, gloves, mittens, coats, snow pants, boots, blankets, etc., for all ages, especially for children. They have distributed more than 900 coats since October 1 of this year and need many more. As a side note, any clothing needing repair should be put in a separate bag and labeled. Catholic Charities has volunteers who will repair the items, making them wearable for the recipients.

ABOUT C & L WARD

C & L Ward is Michigan’s top provider of exterior home improvement replacement products and services. Founded in 1972, C & L Ward is a family-owned and operated corporation that is strongly committed to complete customer satisfaction. They have three interactive showroom locations displaying windows, siding, roofing & decking products & service the following market areas: Flint, Great Lakes Bay, Lansing & Metro Detroit. Recognized by both *Qualified Remodeler* and *Remodeling* magazines as one of the nation’s top remodeling firms in the last 5 consecutive years and they have over 25,000 satisfied clients and offer FREE in-home consultations. For more information, visit them at gocward.com

ABOUT FLINT FIREBIRDS

The Flint Firebirds are a proud member of the prestigious Ontario Hockey League (OHL) based in Flint, Michigan, USA. The team is part of the West Division of the Western Conference in the OHL, known as the premiere development league for the NHL. The Firebirds players, generally ranging in ages between 16 and 20, play their home games at the Dort Federal Event Center in Flint between September and May.

ABOUT CATHOLIC CHARITIES OF SHIAWASSEE AND GENESSEE COUNTIES

Catholic Charities of Shiawassee and Genesee Counties has been **Providing Help** and **Creating Hope** for those in need since 1941, serving all people regardless of faith. This diverse social services agency offers an array of programs including counseling, substance use treatment, prevention and education, foster care, adoption, Center for Hope Community Closet and Warming Center as well as the North End, Center for Hope, and South Flint Soup Kitchens. For more information about services, please call 810-232-9950.

###