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FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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Centramedia renews partnership with Socks for Soldiers

PAMPA, TEX. – Centramedia, Pampa-based regional provider of commercial and residential wireless Internet and computer networking services has once again partnered with the Amarillo-based Socks for Soldiers organization this holiday season. Last year was the first time a Pampa-based business offered to extend its service to help the organization boost awareness and increase supplies for service men and women across the globe.

Centramedia is leading the effort among downtown businesses to collect supplies Socks for Soldiers will use to send to troops overseas. Socks for Soldiers uses the donated items to compile care packs, and the organization sends the care packs to specific service men and women who, in turn, distributes the packs to individuals in his or her platoon/unit. Downtown Pampa businesses joining Centramedia in this effort include Brandon's Flowers, Carousel Expressions, The Coffee Shop, Holmes Sports Center, Joy's Unlimited, Pampa Custom Framing, The Pampa News and Rheams Diamond Shop. Participating businesses will provide a drop-box for donations.

Items that may be donated include: packages of white crew/boot socks, small packs of Gatorade/tea/etc., travel size packages of wet wipes, hotel-size lotion/shampoo/soap, disposable razors, travel size toothbrush and toothpaste, small bottles of eye drops, travel-size hand sanitizer, roll-up lip balm, small containers of foot powder, beef jerky, sunflower seeds and snack foods. Socks for Soldiers also accepts cash donations which aide postage costs.

Socks for Soldiers is an Amarillo-based not-for-profit organization. Since the organization's inception four years ago, more than four thousand troops have benefited from their efforts. The care packs reach service men and women in Iraq, Afghanistan, as well as troops aboard ships and those stationed in foreign countries. "When packs are sent into the war zones, we send enough for the entire platoon or unit. Sometimes there are 35 members; sometimes there are 168," said organization spokesperson Carolyn

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Burse Miller. "It's our goal to have no one left out. Our mission is to continue this endeavor as long as we have troops in harm's way."

Jaylene Watkins, Centramedia's spokesperson, said, "We are thrilled to once again partner with such a fine organization and lead the efforts among businesses downtown to collect much needed donations." Last year, more than 300 pairs of socks were collected by the combined efforts of downtown businesses. Additionally, participating businesses also collected more than 70 packages of food items, 63 toothbrushes, 70 tubes of toothpaste, 69 tubes of lip balm, and more than 600 personal hygiene items. "We were thrilled with the response," said Watkins, "and I know the generosity of those who donated the items also touched a chord with Socks for Soldiers. This year we have nine downtown businesses participating, so we're hoping to supersede last year's efforts."

This year Centramedia and other downtown businesses are challenging Pampa and area residents to increase their support. Watkins said, "Last year, following the official presentation of donated items, the Millers [founders of Amarillo's Socks for Soldiers] returned to Amarillo in two jam-packed cars. This year, we're hoping they will need a larger vehicle or trailer to transport all the donations back to Amarillo!"

Participating businesses will collect items beginning Monday, November 19, through Monday, December 17. Other business who wish to participate in this effort are encouraged to have their donation box in place by Friday, November 16, and contact Jaylene Watkins at Centramedia, 665.0106, etc. 622, to be added to the list of participating businesses.

Socks for Soldiers has compiled a comprehensive list of names of local, Panhandle service men and women, but if anyone knows someone in the war zones, the organization asks that contact information be provided via e-mail to Doug and Carolyn Miller at socks4soldiers@suddenlink.net.

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SIDEBAR:

Sock for Soldiers

The following items may be donated at local Pampa businesses between Wednesday, November 14, and Monday, December 17:

- Packages of white crew/boot socks
- Small packs of Gatorade/tea/etc.
- Travel size packages of wet wipes
- Hotel-size lotion/shampoo/soap

- Disposable razors
- Travel size toothbrush and toothpaste
- Small bottles of eye drops
- Travel-size hand sanitizer
- Roll-up lip balm
- Small containers of foot powder
- Beef jerky, sunflower seeds and snack foods

Items may be dropped at the following Pampa Businesses:

- Brandon's Flowers, 123 N. Cuyler
- Carousel Expressions, 113 N. Cuyler
- Centramedia, 112 E. Francis
- The Coffee Shop, 220 N. Cuyler
- Holmes Sports Center, 304 S. Cuyler
- Joy's Unlimited, 110 N. Cuyler
- Pampa Custom Framing, 107 N. Cuyler
- The Pampa News, 403 W. Atchison
- Rheams Diamond Shop, 111 N. Cuyler

About Centramedia:

Centramedia is a leading regional technology solutions provider based in Pampa, Tex. Since its inception in 1998, the company has been positioned at the forefront of state-of-the-art advances in Internet technology. Centramedia's focus is business networking services, specifically for corporations and municipalities, and wireless Internet technology. Current wireless broadband service areas include: Allison, Booker, Borger, Briscoe, Clarendon, Farnsworth, Howardwick, Kelton, Lefors, McLean, Pampa, Perryton, Shamrock and Wheeler. The company also provides nation wide accelerated dial-up access, Web hosting and domain registration. For more information, call 800.886.7451, or log on to www.centramedia.com.