



## FOR IMMEDIATE RELEASE

The Center for Family Resources  
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### Cobb Business Owner Turns Holiday Family Tradition Into a Lesson on Giving Back *Local Charity to Benefit from Shopping Contest*

**Marietta, Ga. (December 4, 2008)** On Saturday, December 6, Cobb County business owner Michael 'Burt' Knowles and 10 young ladies will participate in their family's annual holiday tradition shopping trip. But this year, the family will be competing in a shopping contest in support of low-income and homeless families in Cobb County with all the shopping items going to support the food and housing programs at The Center for Family Resources (CFR), located at 995 Roswell Street in Marietta.

The shoppers, Knowles' daughters, cousins and granddaughters, ages three to 18, will have 15 minutes to spend \$100, without going over, on items including twin and full bedding, kitchen and bath items and hygiene items. The items will be used to provide everything a family entering CFR's housing program needs to get back on their feet and on the road to self-sufficiency. The shoppers will also purchase items for CFR's food pantry which has served more than 7,200 individuals to date in 2008. The items will include rice, pasta and soups, cereal and peanut butter. The winning shopper will receive a special surprise gift.

In the past, the family as a whole and individually has committed to giving at the holidays, but more at 'arms-length' according to Knowles. He wanted for their commitment this season to have a personal impact.

"Finding the opportunity and seeing the need really changed the motivation for this year, Knowles said. I am hoping the girls will step outside of themselves and their own world and into their community and really understand what is going on and the importance of those things."

Knowles believes in giving back in all aspects of life, both private and professional. A former resident of Kennesaw, Knowles began Med-Tech Resource, Inc. in 1994 and serves as its president. Med-Tech supports Cobb non-profit organizations annually, including sponsorship of CFR's Oscar Night® America event and the programs of MUST Ministries.

"Being a business owner in Cobb County, I have been exposed to some of the other charitable needs in the county and we have always wanted to support these organizations, Knowles said. Learning what CFR does for the residents of Cobb County was very compelling to me. It makes huge sense... CFR is the kind of charity that makes a big difference in the County."

Support from individuals and businesses such as Knowles and Med-Tech help non-profits continue to provide services and programs to Cobb County families. Reports have shown donations are down for non-profits across the metropolitan area and CFR has experienced the same shortfall. As demand increases, the capacity to provide services suffers without the support of the community.

"Having the support of the business community is such a critical piece in the success of what we do every day, Jeri Barr, CFR CEO said. We were excited to hear about the creative way this local businessman is making CFR's mission a part of his personal, family tradition."

*Since 1960, CFR has helped thousands of low-income families with employment, education, and housing services; leadership development programs; mentoring opportunities; and temporary financial and food assistance. **Guided by organizational values of Family, Integrity, Results, Service and Teamwork**, the staff at CFR is committed to breaking the cycle of poverty by helping families acquire the resources they need to become independent and self-sufficient.*

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