

## **ACTION CENTER OVERVIEW**

The Action Center has been helping the neediest in our community for over 50 years. Starting in 1968, the Action Center has helped individuals facing hunger, homelessness and financial instability. The Jefferson County Human Relations Council and Church Women United worked together the first few years creating programs from transportation pools, to food, clothing and furniture banks to handyman services and meal deliveries to fit the needs of a growing suburban county.

After working out of churches and temporary buildings for many years, the Action Center recognized the need to consolidate services into a central location and has remained on 14<sup>th</sup> Avenue, purchasing the old Lakewood post office and in 2015 expanding into an office building next door. Many core programs and activities continue to this day. The Holiday Shop was started in 1972, the first Thanksgiving food distribution began in 1998 and the school supply distribution in 1999. The Beautiful Junk sale has been a major fund raiser since 1977. In 1997, the Action Center opened the first general use homeless shelter in the county providing housing and solid programming to families, couples and individuals. In 2019, the shelter transitioned to a program for students from Red Rocks Community College.

The Action Center has grown into a respected and much loved community organization that helps individuals and families who are experiencing hardship by offering resources and services to stabilize their lives and achieve lasting change. A dedicated staff, a core of over four thousand passionate volunteers and on-site community partners put our mission to work every day through the self-service grocery, the clothing, household and personal care programs, assistance with financial needs such as rent and utility assistance, obtaining IDs and birth certificates and coaching designed to help with goal setting, accountability and resources to stabilize lives and promote pathways to self-sufficiency.

## ***BREAKING HISTORY*<sup>TM</sup> WITH RYAN AVERY**

Breaking History is the initiative that breaks world records around BIG issues affecting local communities. With breaking numerous world records around the world for numerous causes, our core pillars are to: Educate, Entertain, Engage and Execute. Breaking History is designed to reframe mainstream discourse and stereotypes around issues that are affecting our local communities through social engagement. The host and co-creator of Breaking History, Ryan Avery, is local and lives in Littleton, CO. You can learn more at [www.BreakingHistory.TV](http://www.BreakingHistory.TV)

**STAFF BIOGRAPHIES**



**PAM BRIER** - Action Center Executive Director

Pam Brier has more than 20 years of experience serving as an executive director for non-profits including Beacon House and Baltimore Urban Debate League. Her extensive background in establishing and implementing financially sustainable programs for non-profits, as well as social work, fundraising, and building partnerships has made her a perfect addition since she joined The Action Center last May. Pam's passion and vision for The Action Center is leading the organization into its next 50 years, ensure The Action Center remains on firm footing.

Phone: 303.237.7704 x205 Email: [pbrier@theactioncenter.org](mailto:pbrier@theactioncenter.org)



**JOHN COVERT** - Action Center Director of Development

A 25 year fundraising veteran, John has spent the past few decades campaigning and championing for the non-profits he serves. A recent addition to The Action Center, John is reshaping the Development Department focusing on building relationships and establishing connection with potential donors. John's passion to improve The Action Center has allowed the organization to experience new growth and seek unique opportunities.

Phone: 720.407.6704 Email: [johnc@theactioncenter.org](mailto:johnc@theactioncenter.org)



**TAWNEY EISENBRAUN** - Action Center Marketing & Communications Coordinator

Tawney Eisenbraun has spent several years developing effective campaigns and marketing strategies. Over the past two years at The Action Center, Tawney has created the organization's first comprehensive marketing strategy that has re-positioned and strengthened the organization. Through Tawney's zeal to promote the Action Center, the organization has undergone a full re-brand, won multiple awards, and continues to see an increased awareness in the community for The Action Center.

Phone: 720.407.6686 Email: [tawneye@theactioncenter.org](mailto:tawneye@theactioncenter.org)



**RYAN AVERY** - *Breaking History*

Ryan Avery is one of the Millennial generation's most profound speakers on strategic communication, negotiation and leadership. At age 25, Ryan became the youngest World Champion of Public Speaking in history, competing against more than 30,000 contestants from 116 countries to claim the 2012 World Championship for Toastmasters International.

As an Emmy-award winning journalist, two-time best-selling author and world record holder, Ryan has delivered more than 500+ keynotes in 33 countries around the globe. Ryan currently lives in the United States with his family and is on the mission to show leaders how to Go From A to THE® in their industry!

Phone: 409.200.4774 Email: [ryan@averytoday.com](mailto:ryan@averytoday.com)



# WORLD'S LARGEST SOCK DRIVE WORLD RECORD ATTEMPT ELECTRONIC PRESS KIT

## EVENT DETAILS

### WHAT:

The Action Center and *Breaking History*™ with Ryan Avery are attempting a world record and are asking the public to please “Bring a Pair of Socks, Bring a Buck” and help them collect 10,587 pairs of NEW socks as well as \$10,587 to raise awareness of homelessness issues in Colorado. If successful in their attempt, they will break the world record for “World’s Longest Sock Drive.”

### WHEN:

Wednesday, December 4<sup>th</sup>  
12 p.m. (Noon) to 5 p.m.

### WHERE:

The Action Center – Program Services Building  
8745 W 14<sup>th</sup> Ave  
Lakewood, CO 80215  
303.237.7704

### WHY:

On Wednesday, December 4, the Action Center in partnership with *Breaking History*™ with Ryan Avery will attempt to break the world record of *Largest Sock Drive*. The current record is held by Temple University's Campus Program Board and was achieved in October 2017. The organization collected 2,798 socks over the course of 8 hours. All of the socks were new and donated to a local Philadelphia charity.

The Action Center, together with *Breaking History* is attempting to collect 10,587 new socks and \$10,587 from 12 p.m. to 5 p.m. on December 4. The Action Center has set this goal to highlight and bring awareness to those experiencing homelessness in Colorado. According to the U.S. Interagency Council on Homelessness, in 2018 there were 10,587 Colorado residents experiencing homelessness. As the homelessness epidemic continues to grow in Colorado, the Action Center serves those currently experiencing homelessness. The Action Center also seeks to prevent homelessness by providing food, clothing, and connecting participants with additional resources such as utility and rent assistance to Jefferson County residents or those experiencing homelessness.

In addition to collecting 10,587 pairs of new socks, the Action Center hopes that the community will “Bring a Pair of Socks, Bring a Buck” to help the organization combat homelessness. The socks will distributed to Action Center participants, the funds raised will benefit The Action Center's soon-to-re-open shelter. The shelter will be re-open as a longer-term program in partnership with Red Rocks Community College benefitting at-risk college students. The wrap around program will support students and ensure they can complete their education as well as develop a skill set that helps them prepare themselves for their lives outside of the shelter.

**WORLD'S LARGEST SOCK DRIVE**  
**WORLD RECORD ATTEMPT ELECTRONIC PRESS KIT**

**SOCIAL MEDIA**

**ACTION CENTER HANDLES**

Facebook: [@theactioncenterco](#) Twitter: [@theactionctr](#) Instagram: [@theactionctr](#)

**POSTS**


- We're gearing up to help those experiencing homelessness @theactioncenterco! From [DATE] to [DATE] we are collecting NEW pairs of socks. You can place your donations at [LOCATION] and help us attempt to break a world record. #doinggood #worldrecordattempt #makeTHEdifference #socks #sockingoodtime
- We've got new socks coming out of our ears! We're still accepting donations through [DATE], join us in making the difference as @theactioncenterco and Breaking History attempt to break the record for World's Largest Sock Drive! #doinggood #worldrecordattempt #makeTHEdifference #socks #sockingoodtime
- Can you believe it! We've collected [QUANTITY] new socks for @theactioncenterco! They're attempting collect 10,587 socks to try and break the record for World's Largest Sock Drive – the current record is 2,798 – let's smash that! #doinggood #worldrecordattempt #makeTHEdifference #socks #sockingoodtime
- Did you know that there are 10,587 Colorado residents experiencing homelessness? Let's make the difference and help @theactioncenterco attempt to break the world record for Largest Sock Drive and bring light to this issue! When you donate a pair of NEW socks and \$1 for each pair you will make a difference in the lives of our neighbors in need. DONATE TODAY! #doinggood #worldrecordattempt #makeTHEdifference #socks #sockingoodtime
- Wanna help break a world record and help people at the same time?!?! Help @theactioncenterco attempt to break the world record for Largest Sock Drive and help them collect 10,587 pairs of NEW socks and if you bring a \$1 with each pair, you'll help college students experiencing homelessness #doinggood #worldrecordattempt #makeTHEdifference #socks #sockingoodtime

**SOCIAL MEDIA**

BANNERS (Please click on the links to download and save)

[Facebook](#)

**BRING A PAIR OF SOCKS, BRING A \$1**



**AND MAKE THE DIFFERENCE IN THE LIVES OF THOSE EXPERIENCING HOMELESSNESS**

Please bring a NEW pair of socks and \$1 to the Action Center from  
**12 P.M. TO 5 P.M. ON WEDNESDAY, DECEMBER 4TH**

The Action Center is hoping to collect 10,587 NEW pairs of socks in attempt to break the world record for the World's Largest Sock Drive. The current record is 2,798 socks!

[Twitter](#)




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[LinkedIn](#)



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**SOCIAL MEDIA**

**WORLD'S LARGEST SOCK DRIVE**  
**WORLD RECORD ATTEMPT ELECTRONIC PRESS KIT**

POSTERS (Please click on the links to download and save)

[Legal Size \(8.5"w x 14"h\)](#)

[Standard Size \(8.5"wx11"h\)](#)

**BRING A PAIR OF SOCKS,  
BRING A \$1**



**AND MAKE THE DIFFERENCE IN THE LIVES OF THOSE  
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to the Action Center on  
**WEDNESDAY, DECEMBER 4TH**  
from 12 p.m. to 5 p.m.  
8745 W 14th Ave in Lakewood, CO

the  
**ACTIONCENTER**  
COMMUNITY • COMPASSION • CONNECTION

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### ORGANIZE A DONATION DRIVE

I or my organization would like to organize a sock drive from The Action Center's attempt to break the world record for the Largest Sock Drive.

*Please return this form when you bring in your drive or email [communications@theactioncenter.org](mailto:communications@theactioncenter.org) with the following details.*

**Contact Name:** \_\_\_\_\_

**Company or Group:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

#### Social Media Information:

Would you like to be featured on The Action Center's social media pages?  Yes  No

*Please provide your or your company's social media handles if you would like to be featured.*

**Twitter:** @ \_\_\_\_\_ **Facebook:** \_\_\_\_\_

**Instagram:** \_\_\_\_\_ **LinkedIn:** \_\_\_\_\_

Feel free to take photos during your collection period and tag The Action Center at:

**Twitter:** @theactionctr **Facebook:** @theactioncenterco

#### Donation Delivery

Due to the high volume of donations we receive each day at The Action Center, it is best that we know what day and approximately what time you will be delivering your drive so we can best accommodate you! We can only accept deliveries during our regular operating hours, listed below.

**Date:** \_\_\_\_\_ **Time:** \_\_\_\_\_ **Contact + Phone:** \_\_\_\_\_

Our Donation Dock is open:  
Monday, Tuesday, Thursday, & Friday from 9 a.m. to 3 p.m.  
and Saturday from 9am to NOON.  
The dock is CLOSED on Wednesdays & Sundays.



# WORLD'S LARGEST SOCK DRIVE WORLD RECORD ATTEMPT ELECTRONIC PRESS KIT

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

October 16, 2019

**CONTACT:** Tawney Eisenbraun

[tawneye@theactioncenter.org](mailto:tawneye@theactioncenter.org)

o: 720.407.6686 | c: 605.863.1232

## THE ACTION CENTER AND *BREAKING HISTORY*™ ATTEMPT WORLD RECORD

Lakewood, CO – The Action Center and *Breaking History*™ with Ryan Avery will attempt to break the world record for Largest Sock Drive in an effort to raise awareness about homelessness issues in Colorado. On December 4, 2019 from 12 p.m. (noon) until 5 p.m. the Action Center will attempt to collect 10,587 pairs of new socks at their location at 8745 W 14<sup>th</sup> Ave in Lakewood, CO. The event is open to the public.

The attempt will try and break the previous record established by 2,798 in 2017 by Temple University's Campus Program Board. In 2018 Colorado had 10,587 residents who were experiencing homelessness, The Action Center wants to bring to light the homelessness issues that surround not only Colorado, but specifically in Jefferson County. The organization is seeking the help of the community and local businesses to help break record and shatter perceptions around homelessness.

In addition to collecting 10,587 sock the Action Center is encouraging the public to Bring a Pair of Socks, Bring a Buck to raise \$10,587 for The Action Center's shelter run in partnership with Red Rocks Community College. The shelter is currently assisting eight students. The funds from the drive will help establish a long-term fund for each student, ensuring when they leave the shelter they will be able to leave their experience of homelessness and the cycle of poverty behind.

The public can help in a variety of ways. They can donate socks on December 4<sup>th</sup> from 12 p.m. to 5 p.m., raise funds for the Action Center that help the organization's programs for those experiencing homelessness, or challenge their offices, community groups, friends and family to organize a sock donation drive.

###

### About The Action Center

The Action Center is a human-service non-profit organization located in Lakewood, CO serving those that face hardship or are experiencing homelessness in Jefferson County. The organization strengthens the fabric of its **community** by meeting needs in a **compassionate** way that **connects** those in need to resources, such as food and clothing and promotes pathways to lasting change. The organization offers the single-most comprehensive range of services in Jefferson County. You can learn about the organization's services, ways to get involved, or make a donation at [www.theactioncenter.org](http://www.theactioncenter.org).



**MEDIA ADVISORY**

**FOR IMMEDIATE RELEASE**

November 4, 2019

**CONTACT:** Tawney Eisenbraun

[tawneye@theactioncenter.org](mailto:tawneye@theactioncenter.org)

o: 720.407.6686 | c: 605.863.1232

**THE ACTION CENTER AND *BREAKING HISTORY*™  
ATTEMPT WORLD RECORD**

**WHAT:** World Record attempt to collect the most socks in 5 hours

**VISUALS:** Community delivering 10,587 new socks to The Action Center in 5 hours

**WHEN:** Wednesday, December 4, 2019 from 12 p.m. (noon) to 5 p.m.

**WHERE:** 8745 W 14<sup>th</sup> Ave in Lakewood, CO 80215

**INTERVIEW OPPORTUNITIES:** Action Center Executive Director, Pam Brier. Breaking History Host, Ryan Avery. Action Center Participants and Volunteers



Lakewood, CO – Lakewood, CO – The Action Center and Ryan Avery of Breaking History will attempt to break the world record for Largest Sock Drive in an effort to raise awareness about homelessness issues in Colorado. The event is open to the public.

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