

Dec. 7, 2005

## McMurry Brings Holiday Cheer to Florence Crittenton

**Phoenix**—This month, McMurry staff members threw a “You’re a Star”- themed holiday party for Florence Crittenton residents, marking the fourth year in a row the company has hosted the memorable event, complete with makeovers, dance contests, photo shoots and deejay entertainment.

McMurry has been a longtime supporter of Florence Crittenton, and has donated \$100,000 a year for four consecutive years, as part of an overall \$500,000 pledge. Preston McMurry Jr., founder of McMurry and its charitable arm, Theresa’s Fund, supports the holiday party each year because it’s a great way for his staff to make a personal, tangible impact on the girls at Florence Crittenton.

“Florence Crittenton is helping teenagers at the lowest point of their young lives,” said McMurry. “The holiday party is about esteem-building, making each of the girls feel like a star, and of course, sharing some of our many blessings during the holiday season.”

Each year, McMurry joins forces with Valley businesspeople who donate time and resources to make the event a success. Valley photographer Ken Easley took a “glamour shot” of each of the girls, which McMurry’s creative team then applied to mocked-up Rolling Stone magazine covers. Stylists from Mane Attraction styled the girls’ hair, giving them a hip look prior to their photo shoot. Power 92 deejays provided musical entertainment—a HUGE hit with the girls, who danced for hours with the McMurry staff members. Gift baskets were raffled, and each girl was presented with a special gift: a fuzzy pillow and blanket of her own.

“The annual holiday party hosted by McMurry is one of the highlights of the year for our girls,” said Linda Volhein, executive director of Florence Crittenton. “McMurry provides vital, year-round support to our organization, which is essential in helping us achieve our goal of providing safe havens for young girls in need of protection, direction and social support.”

In the 13 years since the inception of Theresa’s Fund, McMurry, his company and his staff have helped raise \$19 million for causes related to domestic violence and child abuse. Of that, nearly \$2 million has come from company profits and staff donations, not counting hundreds of thousands of dollars in in-kind gifts. Through payroll deduction, nearly all McMurry staff members give to Theresa’s Fund.

Other recipients of McMurry gifts, in addition to Florence Crittenton, have included Child Crisis Center/East Valley, Sojourner Center, West Valley Child Crisis Center, Southern Arizona Center Against Sexual Assault and Tucson Centers for Women and Children.

### **About Florence Crittenton**

Florence Crittenton builds strong families, healthy teens and self-sufficient young adults through providing education, counseling, a safe haven for girls and social support. For more information about Florence Crittenton, visit [florencecrittentonofaz.org](http://florencecrittentonofaz.org) or call (602) 274-7318.

### **About McMurry**

McMurry ([mcmurry.com](http://mcmurry.com)), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, USAA and 24 Hour Fitness, as well as resources to more than 10,000 corporate professionals. The company has specialized practices in healthcare, finance and insurance. It is among the largest independent marketing communications companies in the U.S. and is recognized by the Great Place to Work Institute and Society for Human Resource Management as one of the top five “Best Small Companies to Work For” in the U.S.

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