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THREE LETTERS - R – A – C - SPELL GOOD NEWS FOR CAL FARLEY’S BOYS RANCH AND GIRLSTOWN, U.S.A.

Amarillo, Texas (July 6, 2010) – With help from the Rent-A-Center Random Act of Caring initiative, Cal Farley’s will be better able to serve their alumni.

Rent-A-Center is donating eleven laptop computers for all the living units at the new Cal Farley’s Alumni Support Independent Living Center.

Cal Farley’s provides professional programs and services in a Christ-centered atmosphere to strengthen families and support the overall development of children. Cal Farley’s, a non-profit organization funded solely by generous supporters from across the nation, proudly offers services through its two campuses: Boys Ranch and Girlstown, U.S.A; and its Family Resource Centers located in Amarillo, Dallas, San Antonio, Austin and Houston.

The concept behind the new Cal Farley’s Alumni Support Independent Living Center is to provide a safe haven for alumni of Cal Farley’s Boys Ranch and Cal Farley’s Girlstown, U.S.A., who have graduated from the campus programs, or have left prior to graduation, and have no other place to reside. The program offers clients the opportunity to work on their life goals without having the financial stressors that a lot of young people experience. With the program, clients are able to transition to independence without compromising educational or vocational goals. This is particularly beneficial for clients who do not have family support or resources to help when needed. The \$3 million facility, financed with only private donations, is an 11-apartment complex. The program is designed for 18 to 26-year-olds to who need assistance as they transition to adulthood.. The program is six to nine months long.

Belinda Palacios, senior vice president for community-based services at Cal Farley’s knows the difference this gift will make to the program. “Having these laptops in our new facility ensures that our residents have access to the latest technology as they pursue their goals in higher education. Rent-A-Center is helping us provide these young adults with the tools they need to succeed.”

DONATION CELEBRATION CEREMONY TUESDAY

A donation ceremony is being held Tuesday, July 6th, at 11:00 am at the Cal Farley's Alumni Support Independent Living Center located at 11th & Monroe in Amarillo. Representatives of Cal Farley's and Rent-A-Center will be present.

"Some outstanding organizations find themselves with multiple needs but limited resources, particularly in these challenging economic times. We help customers in that very same situation every day so we wanted to find a way to contribute to our customers' communities," said Xavier Dominicis, vice president of Public Affairs with Rent-A-Center. "Through Random Acts of Caring, we are able to help where help is needed, when it's needed. That's what we're all about."

This is the 55th Random Act of Caring since the program was initiated in 2008. Beyond Random Acts of Caring, Rent-A-Center supports Feeding America, Boys & Girls Clubs, Big Brothers Big Sisters, Junior Achievement, and scholarships for deserving students.

Rent-A-Center, Inc., headquartered in Plano, Texas, currently operates approximately 3,000 company-owned stores nationwide and in Canada and Puerto Rico. In Texas, Rent-A-Center operates 288 rent-to-own stores. The stores offer name brand, durable goods such as major consumer electronics, appliances, computers, furniture and accessories under flexible rental-purchase agreements that generally allow the customer to obtain ownership of the merchandise at the conclusion of an agreed upon rental period (www.rentacenter.com).

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