



"Christmas in Paradise" Seeks Industry Support

December 4, 2018- Paradise, California - The Collision Industry Foundation (CIF) announced today its' Disaster Relief Committee is assisting, along with local industry professionals, to organize Christmas dinner and presents for the little ones for those left homeless by the Camp Fire in Paradise, California.

The Camp Fire was the deadliest and most destructive wildfire in California history to date. 18,500 homes and businesses were destroyed as well as 88 lives taken by the fast moving fire. Many industry professionals are either camping in tents, in shelters or living in cramped quarters with relatives.

The idea to bring a Christmas meal and invite all Collision Industry Professionals together from the region was the brainchild of Becky Rogers, general manager of Pearson Road Collision Repair in Paradise, CA. Rogers lost both her home and her job, for the time being, and has since worked tirelessly with the CIF to identify and validate those in need in our industry. The group expects over 150 people to attend.

"I am so grateful our industry is rising up to help us," stated Becky Rogers. "You just can't imagine the devastation these families have experienced. We all have to help give them some sense of normalcy, especially for the children at Christmas. We were already a close-knit group in our town, and now this has pulled us even closer together. Chawne Luna, Tamora Parr Lay, and Serena Hary have been very helpful in this project too. From the bottom of our hearts we want to thank all those across the country who have helped."

"No child should have to go without a Christmas," stated Michael Quinn, CIF Disaster Relief Chairman and SVP of Business Development at AirPro Diagnostics. "We are asking the industry to make tax deductible donations to help us with this

special project. Each of us can and should help this community in their journey of healing, and what better time to start than showing them love at the Christmas season? "

Tax Deductible donations can be made at the CIF website [here](https://www collisionindustryfoundation.org/donate.html):
<https://www collisionindustryfoundation.org/donate.html>

Christmas in Paradise

When: December 17 @ 5:30 pm

Where: Elks Lodge 1705 Manzanita Ave, Chico, CA 95926

Those interested in sponsoring a family or attending may do so by contacting:

Becky Rogers 530-228-7427
or Chawne Luna 530-521-7655

CHRISTMAS IN PARADISE!

Come support efforts to deliver a Christmas meal and celebration to Collision Industry Professionals impacted by the Camp Fire!

Food, cheer and presents for the kids.
Donations accepted

Date/Time: December 17 @ 5:30 pm

Location: Elks Lodge 1705 Manzanita Ave,
Chico, CA 95926

Contact Becky Rogers 530-228-7427
or Chawne Luna 530-521-7655





You can also support CIF with your Amazon shopping through [AmazonSmile](#):



About CIF: The Collision Industry Foundation (CIF) is the 501(c)3 charitable arm of the collision repair industry. We are dedicated to raising, managing and donating funds to provide emergency relief to the collective repair community at large who have been impacted by natural disasters or other catastrophic events. For more information, visit: <http://www collisionindustryfoundation.org>

COLLISION INDUSTRY FOUNDATION

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