

MEDIA ALERT

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JUDGES TO SELECT BEST-DRESSED DETROIT GOODFELLOWS DOLLS

Monday, Nov. 19 at 10 AM at 411 W. Lafayette inside Comerica Bank Lobby

WHAT: The 16th Annual Best-Dressed Detroit Goodfellows Dolls Contest!

Volunteers from all over metro Detroit dressed 9,000 dolls for the Old Newsboys' Goodfellow Fund of Detroit this year. The dolls will be distributed to girls ages 4-9 in Detroit, Hamtramck, Highland Park, Harper Woods and River Rouge this Christmas.

Goodfellow members selected 150 of the 9,000 dolls to put on display for public viewing. This year's exhibition will be in the lobby of Comerica's Michigan Market headquarters, 411 W. Lafayette in Detroit through Nov. 28. The building's glass facade makes it an ideal location to showcase the doll display, which will be visible to pedestrians walking along W. Lafayette.

On Nov. 19, judges will select the 10 best-dressed from the 150 dolls now on display. Judges will also choose the overall "Best of Show" from the 10 finalists. Winners will receive a plaque of appreciation and a lapel pin from the Detroit Goodfellows.

The 16th annual, city-wide contest is sponsored by Comerica. Comerica dresses over 1,000 dolls each year, making it the largest dressing group. Other companies participating this year include City of Detroit, TACOM, DTE Energy, State of Michigan, Miller Canfield, IRS Detroit, and more.

WHO: This year's judges include:

- Neal Rubin, columnist, *The Detroit News*
- Detroit Goodfellows Board Members
- Doll enthusiasts ages 8 - 12

WHEN: Monday, Nov. 19, 2018 at 10:00 AM

WHERE: 411 W. Lafayette, Detroit, 48226

WHY: All dolls will be packaged in Detroit Goodfellows Christmas gift boxes containing warm clothes, books, candy and toys. Detroit Police precincts will distribute 33,000 Goodfellows holiday packages to children aged 4-13, in December. Funds raised by the Detroit Goodfellows pay for the holiday packages; the group's 2018 fundraising goal is \$1.25 million. This is the Detroit Goodfellows 105th year of distributing gift boxes to children as it fulfills its mission of "No kiddie without a Christmas."

ABOUT: Founded in 1914, the Detroit Goodfellows is the original and oldest Goodfellows organization and is not affiliated with any other Goodfellow group. It also sponsors an emergency dental program for children, awards scholarships through Wayne State University, provides free shoes to children in need and helps send hundreds of needy children to camp each summer.

The Detroit Goodfellows holds a four–star rating from Charity Navigator. As America’s premiere charity evaluator, Charity Navigator provides donors with information to give them confidence in their charitable choices. The four–star rating is the highest rating given by Charity Navigator. To view the Detroit Goodfellows Charity Navigator listing, please visit www.charitynavigator.org and search under Old Newsboys Goodfellow Fund of Detroit.

Tax-deductible donations may be sent to: The Old Newsboys’ Goodfellow Fund of Detroit, P.O. Box 44444, Detroit, MI 48244-0444. Donations may also be made using the organization’s secure website: www.detroitgoodfellows.org and by texting DetKids to 56512.

For more information about the Detroit Goodfellows organization, contact executive director Sari Klok-Schneider at (586) 775-6139 or sarigoodfellows@gmail.com, visit www.detroitgoodfellows.org or follow on Facebook at Facebook.com/DetroitGoodfellows, Twitter at [@DetGoodfellows](https://twitter.com/DetGoodfellows), Instagram at [DetroitGoodfellows](https://www.instagram.com/DetroitGoodfellows) and LinkedIn at [Old Newsboys Goodfellow Fund of Detroit](https://www.linkedin.com/company/Old-Newsboys-Goodfellow-Fund-of-Detroit).

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