



August 7, 2025

FOR IMMEDIATE RELEASE

MEDIA ADVISORY

East County Transitional Living Center to hold a back-to-school clothes shopping spree for children of families in its one-year program

EL CAJON - East County Transitional Living Center, a nonprofit providing emergency housing and job training to combat homelessness, will hold a back-to-school clothes shopping spree for children of families in its one-year ministry program at 11 a.m. Aug. 8 at the Walmart at 170 Town Center Parkway in Santee, California.

Thirty to 40 families will bring their children, who range in age from kindergarten to middle school, to buy new school clothes; each child will receive at least \$100. East County Posse donated \$10,000 for the spree.

Sheel Seidler, San Diego Padres Chair Peter Seidler's widow, will attend and give interviews about the event, the cause and their importance. ECTLC provides safe, stable shelter for families as a first step toward independent living. Children from the ministry program will have received age-appropriate backpacks and school supplies from a different source Aug. 4.

WHO: East County Transitional Living Center.

WHAT: Back-to-school clothes shopping spree for children of families in its one-year ministry program.

WHERE: Walmart at 170 Town Center Parkway in Santee, California.

WHEN: 11 a.m. Aug. 8.

WHY: To ready children of families in ECTLC's program for the new school year.

ABOUT EAST COUNTY TRANSITIONAL LIVING CENTER

East County Transitional Living Center is a nonprofit organization focused on ending homelessness in San Diego County. Our core programs include emergency housing, a one-year ministry-based recovery program, family restoration and workforce training. What sets East County Transitional Living Center apart is our loving and holistic process. For more information, visit www.ectlc.org.

For media inquiries or to RSVP, please contact Susan Somers, managing member, FM Marketing LLC, at susan@fmmpr.com or 619-990-4414.

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