



July 23, 2026

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 (ECTLC), a nonprofit organization providing shelter, work therapy and a faith-based recovery program to help individuals and families transition out of homelessness, will hold a back-to-school clothes shopping spree for children of families in its one-year ministry program at 10 a.m. July 27, at the Walmart at 170 Town Center Parkway in Santee, California.

Thirty to 40 families who live at ECTLC's El Cajon campus will bring their children, who range in age from kindergarten to high school, to buy new school clothes; elementary students will receive \$100 and high school students will receive \$150 to spend at Walmart. East County Posse donated \$15,000 for the spree and will provide volunteers to assist with the shopping.

ECTLC provides safe, stable shelter for families as a first step toward independent living. Children from the one-year program will have received age-appropriate backpacks and school supplies from a different source.

WHO: East County Transitional Living Center

WHAT: Back-to-school clothes shopping spree for children of families in ECTLC's one-year program.

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

WHEN: 10 a.m. July 27, 2026

WHY: To ready the children for the 2026 – 2027 academic year and provide a fun day of back-to-school shopping

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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