



Feigenholtz and Edwards reveal new Brown Elephant campaign

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Edwards and Feigenholtz reveal a new marketing campaign for the Brown Elephant. (Photo by Dane Tidwell)

State Rep. Sara Feigenholtz joined Howard Brown Health Center CEO Jamal Edwards outside the Brown Elephant in Lakeview Friday to reveal the charitable thrift store's new winter marketing campaign.

The campaign, titled "Donate Shop Save Lives" features members of the community who frequent the store showing off some of their purchases, including Feigenholtz, who is pictured wearing a winter coat she found at the store.

"The coat was \$15," Feigenholtz said. "I must have paid for someone's test and that makes me feel good."

"Donate Shop Save Lives" is the Brown Elephant's latest effort to attract shoppers into their three Chicago area locations which benefit HBHC. The banners will rotate through the stores when their run is over at the Lakeview location in March.

"Very rarely is there a small business in your community where the money you spend goes to a place like Howard Brown," Feigenholtz said moments before she joined Edwards to remove the red curtains from the windows. "I am very excited for this new campaign and I am excited for the future of Howard Brown."

Brown Elephant retail stores see over 220,000 customers each year.

Following Feigenholtz's brief remarks, Edwards said that he's grateful for the helpful hand she has provided over the years.

"She's always been here every time we needed her; writing letters, making calls and talking to the governor," he said. "This is a tribute to her role in the community, her beauty and her spirit."

"I've been a representative here for over 16 years, and when people came to my office and asked where to go for health care and when people with special needs asked for anonymous testing, I am proud to say that Howard Brown is in my district."

Other models in the campaign include TJ Chernick, the news show host at Gay Chicago TV and Rita Umuliza, a blogger from the Old Town neighborhood. Umuliza, 23, said that it made her feel good to be part of a cause such as the campaign.

"It's awesome to do what I love to do, which is thrift shopping, but knowing that it's for a better cause," she said. "It makes me feel better about spending so much money here."

Brown Elephant locations thrive on donations all year and offer information about donating [here](#).