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## OXXO Care Cleaners Launches Valentine's Day "Community Care" Campaign for South Florida

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### OXXO continues its efforts to do good in 2017 both inside and out of stores.

February 14, 2017 // [Franchising.com](#) // Hollywood, FL - During good times and times of fragility, OXXO Care Cleaners® remains faithful to its philosophy of helping the community, sharing and caring that has characterized the franchise since its foundation. This month, OXXO launches its "Care Campaign 2017" in anticipation of Valentine's Day, to benefit the Pantry of Broward.

"OXXO's desire to do good for the communities in which it operates stems back to its foundation. In 2016, several OXXO stores were involved in unique corporate social responsibility projects, including a Sidewalk Sale benefiting Tomorrow's Rainbow Organization, a clothing Donation campaign for Women in Distress of Broward County, a 5K race benefiting United Nations Women, and a toy Drive to Kids in Distress (KID). OXXO also sponsored a local Concert and all proceeds went to Hollywood C.A.R.E.S for Haiti, a non-profit 501(c)3 organization that raises funds and awareness to support orphanages, schools, community centers - and much more - in Haiti for children affected by HIV/AIDS.

This month, it's Broward's turn!" said Salomon Mishaan, Founder and CEO.

In addition to OXXO's renowned innovative and environmental business strategy within the cleaning industry, the company carries out "Care Campaigns" for the local communities in which it operates regularly in an effort to give back, and will continue to do so throughout 2017.

OXXO will "Spread the Love" in February with a Peanut Butter Jelly Drive benefiting The Pantry of Broward. This pantry is a local food bank that serves senior citizens on low fixed incomes and grandparents raising their grandchildren. One of the staple items in the 55-pound box of food that clients receive each

month is peanut butter & jelly. Since this is also one of the more expensive items provided, the Pantry is in constant need of ensuring there are enough of these for each box.

Through February 28, 2017, each OXXO customer that brings one jar of peanut butter and another of jelly will receive a 10% discount on their next dry cleaning order. OXXO hopes to collect 500 jars of peanut butter and 500 of jelly to deliver to the Pantry during the first week of March.

“My philosophy upon founding the OXXO brand has always been about caring for others. I believe this is the only way to do business. When customers take their clothes to other dry-cleaners that use strong chemicals to clean their clothes, they inhale toxic substances even after the garments are ready. How can that be? We don’t work with traditional industrial steam boilers; we work with independent electric equipment (rather than diesel fuels). We also employ automation (all the clothes get sorted automatically; it requires less space and it’s better for our franchisees.) Customers can pick up their clothes 24 hours a day through an ATM machine that is connected to our main conveyer. We believe in making life safe and easy for our customers and this is how we care. This effort is reflected in our community campaigns as well,” concluded Mishaan.

## **About OXXO®**

OXXO® is an environmentally-responsible dry cleaning franchise in the United States. At OXXO®, customers experience the ultimate in garment care with the use of environmentally safe GreenEarth solvents (no use of Perc (Perchloroethylene) chemicals common at other dry cleaners), the latest 24/7 ATM-style pick up service, the most technologically advanced European manufactured garment care equipment and the traditional method of hand – ironing. All garments are cleaned right the first time and personally inspected by OXXO® garment care specialists to ensure superior handling and meticulous attention to detail. Visit [www.oxxousa.com](http://www.oxxousa.com) for more information and the OXXO® nearest you

## **Media Contact:**

**Beatriz Arana**

[Beatriz.arana@energiacommunications.com](mailto:Beatriz.arana@energiacommunications.com)

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