

FOR IMMEDIATE RELEASE

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**“FAMILIES COME FIRST” CHRISTMAS EVENT DELIVERS
THOUSANDS OF TOYS AND VITAL SUPPLIES TO SIERRA COUNTY FAMILIES**

Largest charity event in Sierra County history to support nearly 1,000 people-in-need with toys, books, clothes, shoes and household essentials. The event will also provide \$2,500 to each of four families experiencing severe hardship.

SIERRA COUNTY, N.M. (December 9, 2025) — A semi-truck filled with new toys, clothes, books, shoes and household essentials from Sierra-Community First Foundation is headed to Sierra County for what organizers say will be the largest charity event ever held in the county. The donations are expected to support up to 1,000 people this holiday season.

Sierra-Community First Foundation is providing the thousands of donated items, and the Foundation is partnering with AppleTree Educational Center, including its home visiting program Little Things Matter, to produce the event and distribute the items to families in need.

Sierra-Community First Foundation co-founder James Prendamano is also personally donating \$10,000. The contribution will be divided into four \$2,500 gifts for local families that are experiencing severe hardship.

The Families First Christmas Event will take place Friday, December 19 at 12 p.m. at Turtleback Mountain Golf & Resort in Elephant Butte. Turtleback Mountain Golf & Resort will also provide a complimentary lunch and a wide range of activities for families attending the event.

Elected officials representing every level of state government have committed to attending. Those officials include a state senator, a state representative, the Sierra County Commission Chairman and the Mayors of Elephant Butte and Truth or Consequences. Local business and other community leaders also plan to attend.

“Sierra-Community First Foundation exists to help people when they need it most,” said James Prendamano, co-founder of the foundation. “Our mission is to lift up this community and show that a little help can go a long way. When Sierra County comes together, we prove just how powerful that support can be.”

Founded by James Prendamano and David Berman, owners of PreReal Investments and developers of Turtleback Mountain Golf & Resort, Sierra-Community First Foundation focuses on strengthening families and elevating quality of life in Sierra County. Their investment in the region now exceeds \$55 million.

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AppleTree Educational Center and its partner organizations provide consistent support that helps families thrive from prenatal care through graduation. Those services include early childhood education, countywide after-school enrichment and community wellness programs. “As a lifelong advocate for Sierra County families, I want to thank PreReal Investments for recognizing the very real needs our community faces during the holiday season,” said New Mexico State Rep. Rebecca Dow. “Their generosity brings real relief to parents working hard to provide for their kids.”

Bin Store Brands, one of the fastest-growing bin store outlet companies in the United States, is donating a large amount of household items and children’s books for the event. Company representatives are identifying additional items as inventory is sorted at the warehouse.

“Every year it is our goal to partner with top notch organizations, like PreReal Investments, who know and understand the needs of the community they serve,” said Michael Prendamano, founder and CEO of Bin Store Brands.

Bin Store Brands is exploring a potential expansion into Sierra County. That expansion would bring added retail access to affordable goods and local jobs to the community.

The Families First Christmas Event is open to residents seeking help this holiday season. Volunteers will assist throughout the distribution to ensure every family receives what they need.

Event Details

What: Holiday Giveaway of Toys, Clothes and Household Essentials
\$10,000 donation to one family in severe need

Date: Friday, December 19, 2025

Time: 12:00 p.m.

Where: Turtleback Mountain Golf & Resort
101 Clubhouse Drive
Elephant Butte, New Mexico 87935

Food: Lunch at Turtleback Mountain Golf & Resort from 12:00 p.m. to 2:00 p.m.

Activities: Visits with Santa, face painting, art activities, holiday movies, holiday karaoke, Christmas cards for soldiers, and more.

Volunteers: People interested in volunteering should contact Bruce Swingle at bruce@prerealinvestments.com or +1 (505) 999-7742

About Sierra-Community First Foundation

Founded by PreReal Investments executives James Prendamano and David Berman, Sierra-Community First Foundation supports programs that strengthen families, provide essential resources and uplift Sierra County communities.

About AppleTree Educational Center

AppleTree and its partner programs help Sierra County families thrive through early childhood education, academic enrichment, community wellness services and family support that builds long-term stability.

About Turtleback Mountain Golf & Resort

Turtleback Mountain Golf & Resort, home to the New Mexico Open, is southern New Mexico’s premier golf and lifestyle destination. The 18-hole championship golf course challenges players at all levels and provides desert views. The resort recently expanded with a new golf practice facility and pickleball courts. The resort has planned 1,300 home sites, and leading amenities including tennis courts, a spa, a fitness center and a tranquility garden. Visit <https://turtlebackmountainresort.com>