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Special Marketing Section

El Dorado Furniture launches '40 Years, 40 Families' Program



Manuel and Aida Capó, center, with their sons Pedro, left, Julio, Carlos, Luis and Roberto Capó

El Dorado Furniture and the Capó Family recently announced a community relations effort commemorating the 40th anniversary of the largest Hispanic-owned furniture retailer in the United States. El Dorado Chief Operating Officer Pedro Capó and members of the Capó family launched the program, "40 Years, 40 Families," through which 40 needy South Florida families will be nominated by the com-

munity and chosen by a selection committee to receive new home furnishings. The campaign will continue through mid-November. Campaign applications will ask individuals to explain in 250 words or less why the person or family is deserving of and should be selected for new home furnishings. A selection committee consisting of community leaders will meet and review the submitted application forms.

The committee will choose two deserving families each week for a total of 40 families. Applications and program rules and regulations will be available at www.40years40families.com and at all 10 El Dorado showrooms throughout South Florida beginning July 2. "The Capó family is so thankful to the South Florida community for its ongoing support over the past four decades," said Pedro Capó. "We wanted to

mark this milestone with something that was meaningful and impactful for our community as a whole and the families. '40 Years, 40 Families' is a wonderful opportunity to make a difference in their lives." In the furniture business since the 1920s, the Capó Family fled communist Cuba in the 1960s on a small sailboat christened "El Dorado" and arrived in Mexico. After obtaining political refugee status in the United States and mov-

ing to Miami, family patriarch Manuel Capó and his sons returned to the business they knew best: manufacturing furniture. Founded in 1967, El Dorado Furniture opened its first location in Little Havana. In 2007, El Dorado opened its 10th store in the South Florida area extending its service from Monroe to Palm Beach County. For more information, visit www.eldorado-furniture.com. ■