

MEDIA KIT



CURT'S
CLOSET

KRISTIN HARBISON

NEXT WAVE PR

DR. JACQUELYN SHAIA

FEBRUARY 25, 2025



FACT SHEET



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[Curt's Closet](https://www.facebook.com/Curt's+Closet)



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[curtscloset.org](https://www.curtscloset.org)



Helping provide students with confidence through community action and God's love.



Ashley Wilson
Founder and Executive Director

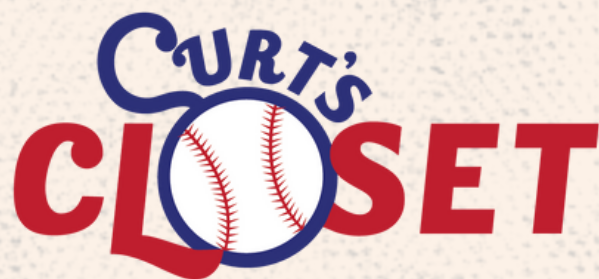
32,000+ Items of
Clothing

3,202 Client Visits

1,465 Back-to-
School Clients

2024

**EVENT
INFORMATION**



PRESENTS ...

BACK-TO-SCHOOL MOVIE NIGHT

WHEN: AUGUST 9, 2025

WHERE: SPORTSMAN'S LAKE PARK

TIME: 5:00 P.M.



ALL PROCEEDS WILL GO TOWARDS CURT'S CLOSET

Curt's Closet is a 501(c)(3) nonprofit organization based in Cullman, Alabama that focuses on providing underprivileged youth with basic everyday needs such as clothing, shoes, socks, underwear and more for free.

Curt's Closet's mission statement is as follows, "Helping provide students with confidence through community action and God's love," along with the vision that reads, "Curt's Closet equips children and teens with new/gently used items so they can experience a new confidence, gain a sense of self worth, and see their endless potential in God, so they may accomplish anything in life."

Curt's Closet receives about 2,500 visitors in a year, and at every visit, children and families "shop" for 10 items of clothing, six pairs of socks and six pairs of underwear along with backpacks and shoes. In the efforts of seeing the mission and vision of the organization through, Curt's Closet also partners with social workers in the Department of Human Resources (DHR) to make deliveries to foster kids from the warehouse.

Curt's Closet not only provides basic needs to children and families, but it also has multiple programs to further the organization's mission and vision. These programs include a back-to-school shoe drive, an underwear drive and a holiday program which provides families with presents for the children and needed items for the household.





Ashley Wilson
Founder and Executive Director

Ashley Wilson is the founder of Curt's Closet, an organization born from her desire to give back to the community that her beloved son, Curt, cherished and that loved him in return. What began in 2017 as a small initiative in the living room of her home quickly grew into something much bigger. In 2018, Ashley made the decision to open Curt's Closet to the public, operating out of a modest church on Saint Joseph Street in Cullman, Alabama. In the early days, Ashley worked tirelessly, often putting in 60 to 80 hours a week, and faced many challenges, especially with time constraints. However, fueled by her faith and unwavering determination, the organization continued to thrive. Year after year, Curt's Closet has seen a steady increase in donations, visitors, and volunteers, making a meaningful impact on the community.



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