

## 2021-K197

Assembly Resolution No. 197

BY: M. of A. Conrad

HONORING Del Reid upon the occasion of his designation for special recognition after raising over one million dollars for families in need

WHEREAS, The unity of our State and Nation is built upon the compassion of individuals, such as Del Reid who uphold the values of community life and who, through their great actions, epitomize the best of humanity; and

WHEREAS, This Legislative Body is justly proud to honor Del Reid upon the occasion of his designation for special recognition after raising over one million dollars for families in need; and

WHEREAS, In 2013, Del Reid and his business partner Dan Gigante created 26 Shirts, a "social good project" which sells different limited-edition sports-themed t-shirts every two weeks; after a shirt's respective two week run is over, the design is retired and never sold again; and

WHEREAS, Currently operating in Buffalo and Chicago, 26 Shirts is truly committed to helping others; for every shirt sold, a donation is made to a specified family in need or a chosen charitable organization; and

WHEREAS, Since its inception, 26 Shirts, under the able leadership of Del Reid, has raised over \$1.1 million dollars for more than 300 people or causes, including sick children and vulnerable youth; families beset by emergencies, trauma or loss; food banks, cancer research, pandemic-related initiatives, and more; and

WHEREAS, Furthermore, 26 Shirts, which has also run campaigns out of Cincinnati and Pittsburgh, donates one hundred percent of its profits, helping meet the most urgent needs of local individuals and agencies; and

WHEREAS, Del Reid, who co-founded the "Bills Mafia" movement on social media, is a committed booster of Western New York, offering popular shirt designs that celebrate the specialness of the Buffalo area and its people; and

WHEREAS, An innovator and entrepreneur, Del Reid is truly an embodiment of the generosity of the human spirit; and

WHEREAS, Rare indeed is the impressive dedication shown by an individual for the benefit of others which Del Reid has displayed throughout his life; and

WHEREAS, It has always been the objective of this Legislative Body to honor and support those individuals who have displayed their commitment to the betterment of their communities, and it is the intent of this Legislative Body to inscribe upon its records, this tribute to Del Reid, that future generations may know and appreciate his admirable

character, his many benevolent deeds, and the respect and esteem in which he is held by his peers; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to honor Del Reid upon the occasion of his designation for special recognition after raising over one million dollars for families in need; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Del Reid.