

Ben's Bells: He gives boots to those who need to get back on their feet

Kimberly Matas Arizona Daily Star | Posted: Saturday, April 16, 2011 12:00 am

The recipient of this week's Ben's Bell is Miller's Surplus sales manager George Landa, who supports the Primavera Foundation.

He was nominated by Primavera's volunteer supervisor, Jenny Cowen, and others at the nonprofit who said Landa has donated thousands of dollars worth of new clothing to Primavera's men's shelter and work boots for participants in the Primavera Works program, which provides participants with temporary work while they find permanent employment.

"Primavera doesn't have funding to purchase these boots, so the donations are very much needed," Cowen wrote in her nomination.

"The workers are always very appreciative of the boots, and it's great to see how such a simple thing can make a huge difference in a person's life."

Landa said he inherited his altruism from his 85-year-old mother, who hands out coats and thermals each winter to those in need and collects clothing from her friends and members of her church to donate to the poor in Mexico, where she grew up.

"I think it's in my DNA," Landa said. "Primavera is great. People need second chances in life."

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The project

Ben's Bells promote kindness and community. It was started in 2003 by the family of Ben Maré Packard as a way to honor the 2-year-old who died of croup a year earlier. Each week a person who betters Tucson is "belled."



Miller's Surplus sales manager George Landa, holding his bell, supports the Primavera Foundation with clothing for the men's shelter and boots for participants in Primavera Works.

(Photo by Katelyn Swanson)