



# The Whitehursts' Dry Cleaning News

The Best Dry Cleaning Ever...Or It's Free!

FEBRUARY 2019



*Mark and Family David and Sherry*

## One Small Step For Man – A Giant Leap for Champion

I grew up in a time when perhaps the biggest advancement in technology was the lunar landing in 1969. I'm sure the technology getting us to the moon has affected my life, but I'm not sure how.

On the other hand, getting a little UHF box in the late 1950s that hooked up to our television set and gave me a third TV station was amazing to me!

Technology has certainly advanced since then. Today, you can see a doctor without going to her office by using technology. You can talk with a doctor online, have your ailment diagnosed and get prescriptions sent electronically to your pharmacy.

At Champion Cleaners, we are pushing for more technology as well. We are constantly trying to outrun our competition in every way possible, including technology. We have some really big "tech" advancements coming your way today.

### PERSONAL ASSISTANT - ALEXA

Let's start with your Personal Assistant, Alexa. You must first "Enable the Skill" in the Amazon Alexa.

#### Here is how to do this:

1. Be sure to enable your location and other set up features in Alexa
2. Tell Alexa "Enable Champion Cleaners"
3. Respond to Alexa's prompts

4. Open your Alexa App on your Mobile Device and authorize Alexa to work with Champion Cleaners. Once you do Step 1 above, your Alexa app will be on the Champion Cleaners "Skill" within Alexa. You should then authorize Alexa to enable this "Skill" on the Alexa App.
5. You can include any special instructions like, "Look for the barbeque stain on my white tee shirt." It is quite helpful for us to know a stain is present and what caused it.

You can also listen to helpful hints on caring for your clothes with Alexa. For future requests, simply tell Alexa "Open Champion Cleaners" and you go from there. No more skill set up required.

Give it a try. We are still testing things so don't worry if you request a delivery and don't have anything in to deliver. We will connect with you initially to be sure you get whatever service you need.

We will be introducing this service to other Personal Assistant Devices soon.

### CHAMPION CLEANERS MOBILE APP

The "Champion Cleaners - Birmingham" Mobile App is available in the App Store or Google Play. Just download the App and get started with keeping closer to your clothes. There is no charge for our App or for using our App.

Here are some of things the App will do for you today -

- It shows the items that are ready for your pickup (or for our delivery to you), items that are not yet ready, and items that have previously been picked up or delivered.
- It alerts you with a notification on your screen when your orders are ready for pickup (or when they have been delivered to your home or office).
- The App allows you to let us know when you are headed to our store for a pickup. We will get your order ready and save you a few minutes. This is called "On My Way" on the App.
- You can use the "Pickup Request" feature to request either a pickup or a delivery using our Valet Service if you live in our service area. This is an "On Demand" service that you can use whenever you need it.
- You can access our App Coupons where you can find savings on our services.

While all of this is not rocket science, it's a lot more than a third TV channel.

*David*



## “Did You Know Where This Saying Came From...”

### OUT OF LEFT FIELD



**Meaning:** Surprising, unexpected.

**Origin:** It's believed that this phrase comes from baseball, however, its exact origin, how it came from baseball, is not clear.

In baseball, there are three outfield positions—the right fielder, the center fielder, and the left fielder. If a ball is hit hard enough, the outfielders will either try to catch it, or they will attempt to retrieve the ball as quickly as possible and throw it back into the infield. The saying ‘out of left field’ is clearly referring to the left side of a baseball field, and the thing coming ‘out’ of it would be a baseball, right? But why specifically the left field, what about the others? Well, one explanation as to the exact origin of this expression suggests this: Imagine a scenario where a base runner is sprinting towards home plate in order to score. In this situation, the base runner is facing away from left field, so any throw to home plate that comes from the left side would come as a surprise to the runner. Perhaps, then, this is how the phrase originated and later went on to be used outside of baseball to mean “to be surprised by something.” Or maybe not, because as previously mentioned, the precise origin of the phrase is unknown. Still, an interesting explanation nonetheless.

### HIT BELOW THE BELT

**Meaning:** 1) A boxing term. It refers to a boxer who unfairly strikes their opponent below the waist. 2) Saying something to another person that is considered inappropriate, insulting, or too personal.

**Origin:** Sometimes, a person might say something that's described as being a “low blow,” or a “hit below the belt.” Typically what that means is that the person's words were considered to be uncalled for, or unnecessary; the person crossed the line, perhaps getting too personal with what they said. How did this saying acquire such a meaning, and where does it come from?

Well, this expression likely comes from boxing, where it's against the rules for boxers to hit their opponent anywhere below the belt area. Since this type of behavior is against the rules, if a boxer were to literally hit their opponent under the waist, such an action would be seen as inappropriate. Similarly, if a person's words are seen as insulting or inappropriate, they can be described as figuratively hitting someone “below the belt.” The earliest that we found this expression is around the mid 19th century, and as the following quote shows, it was indeed a term used in fighting/boxing. This example is from the Bell's Life In London And Sporting Chronicle newspaper, 1841: “In the second round Smith, in the act of striking, stumbled forward, and his blow went below the belt of his antagonist.”



### CLEANING YOUR LUGGAGE

Have you ever cleaned your luggage? It only takes one trip to turn your luggage from new to dirty. Here are some quick tips to clean your luggage:

- **Handles and Bottoms** – These are likely the dirtiest areas of your luggage. Maybe they don't have dirt stains, but they likely have more bacteria than other areas. Just think about putting your luggage down in an airport bathroom or a hotel room floor. Use a little Isopropyl Alcohol on these areas to disinfect using a 50:50 mix of water and alcohol.
- **Interiors** – The interior of your luggage needs help, especially if you don't use a laundry bag for dirty clothes and shoes. Dirt, body oils and dead skin cells will find a way to the interior. After a short while, they will begin to smell. Vacuum the inside – or at least tap out the inside to get rid of these everything that will turn loose. Mix about 3 drops of mild dishwashing detergent (Dawn) in a cup of water. If you have stains that won't budge, use some upholstery cleaner. Leave the luggage open until it is completely dry inside.
- **Nylon and Polyester Exteriors** – Mix equal parts of baking soda and water clean the exterior. Apply the paste liberally with a damp microfiber cloth. Then take a second microfiber cloth dampened with water and remove the paste. If you still have stains, use some upholstery cleaner.
- **Leather Exteriors** – Wipe down the leather exterior with a water dampened microfiber cloth. For tough stains, use saddle soap applied with a microfiber cloth. When the leather begins to fade or dry, use a good leather conditioner applied with a microfiber cloth.

Champion Cleaners will be glad to clean your luggage for you.



**WE ARE AN OFFICIAL  
CORPORATE PARTNER OF  
SAMFORD ATHLETICS**



## CUSTOMERS OF THE MONTH!

**Congratulations to**  
**Penny Lewallyn (Rocky Ridge)**  
**Dana Pigford (Greystone)**  
**Laura Flynn (Calera)**

Our Customers of the Month are recognized by our Customer Service Specialists because they are a pleasure to serve..  
Each receives a \$25 Champion Cleaners gift certificate



**10% OFF**  
**ANY DRY CLEAN GARMENT**  
**EXCLUDES LAUNDERED SHIRTS**  
Minimum 2 Items - Limit 15

Good for orders received in February  
Offer Expires Feb. 28, 2019  
One Coupon Per Household  
Cannot be combined with any other offer  
Excludes Leather, Suede and Wedding Gowns

**15% OFF**  
**SWEATERS & GOLF SHIRTS**

Limit 8

Good for orders received in February  
Offer Expires Feb. 28, 2019  
One Coupon Per Household  
Cannot be combined with any other offer

**10% OFF**  
**BEDSPREADS AND**  
**COMFORTERS**

Limit 4

Good for orders received in February  
Offer Expires Feb. 28, 2019  
One Coupon Per Household  
Cannot be combined with any other offer

**\$25.00 Off**  
**WEDDING GOWN**  
**CLEANING & PRESERVATION**  
No Limit

Good for orders received in February  
Offer Expires Feb. 28, 2019  
One Coupon Per Household  
Cannot be combined with any other offer

## FREE DRY CLEANING AND LAUNDRY PICKUP AND DELIVERY

**Service Options**  
(within our service area)

- Regular Twice-A-Week Pickup and Delivery
- One Way Service (you drop off and we deliver - or vice versa)
- On Demand - Call us for a pick up and we do the rest

**Call Billy Mims at 205.602.3842**



### Rocky Ridge Cleaning Center

2548 Rocky Ridge Road Vestavia Hills, AL 35243  
205.824.7737

### Greystone Cleaning Center

5403 Highway 280, Suite 101 Hoover, AL 35242  
205.408.2797

### Calera Cleaning Center

4204 Highway 31 Calera, AL 35040  
205.668.4727

## Mardi Gras/Fat Tuesday



This year Mardi Gras is Tuesday, February 21st. Mardi Gras is also known as "Fat Tuesday." Fat Tuesday is the last day of the Carnival season as it always falls on the day before Ash Wednesday, the first day of Lent. Fat Tuesday is referring to the practice of eating richer, fatty foods before the ritual fasting of the Lenten season,

which begins on Ash Wednesday.

The biggest known celebration of Mardi Gras is in New Orleans, LA. Popular practices include wearing masks and costumes. Celebrations in New Orleans are concentrated for about two weeks before and through Fat Tuesday. Usually there is one major parade each day, and many days have several large parades.



2548 Rocky Ridge Road  
Birmingham, Alabama 35243  
United States



PRSR STD  
U.S. POSTAGE  
PAID  
BIRMINGHAM, AL  
PERMIT #85

**NEWSLETTER FEBRUARY 2019**

**Beside the normal stuff, we also clean:**

- Wedding Gowns
- Area Rug Cleaning
- Suedes and Leathers
- Purses, luggage and backpacks
- Ugg Boots

**And we do...**

1. We are a Certified Wedding Gown Specialist
2. We are part of the Certified Restoration Drycleaning Network (CRDN) - We handle textile and electronics restoration due to damage from smoke, fire, water and mold.
3. Home and office dry cleaning pickup and delivery
4. Wash Dry & Fold service - including Champion Hamper service

# President's Day Jokes

**How many senior presidential aides does it take to change a light bulb?** None. They're supposed to keep the president in the dark.

**Why do Americans choose from just two people to run for president and 50 for Miss America?**

**What did Americans do because of the Stamp Act?**  
They licked the British.

**What does the Statue of Liberty stand for?** It can't sit down.

**Where was the Declaration of Independence signed?** At the bottom!

**Why did Barack Obama bulldoze the Rose Garden?**  
He didn't want any Bushes at the White House.

**How did Richard Nixon sleep in the White House?**  
First, he lied on one side, then he lied on the other.

"The nine most terrifying words in the English language are: 'I'm from the government and I'm here to help.'" -Ronald Reagan

## Time To Do This...

- Check for winter sales at your local garden center; you may find good deals on pots, planters, and tools.
- Check smoke and carbon monoxide detectors.
- Time to purge your closet of all the clothes you haven't worn in a year.
- Clean the clothes dryer exhaust duct, damper and space under the dryer.
- Clean the kitchen exhaust hood and air filter.
- Check the water hoses on the washer, refrigerator icemaker & dishwasher.