

BC

## DAWAHARE FAMILY

The Dawahare family name is synonymous with clothing<sup>furniture,</sup> and ~~for~~ supporting high school athletics in Kentucky. <sup>The family's</sup> ~~A~~ retail history ~~that~~ began with its first store in East Jenkins, <sup>as</sup>

parents Selma and Serur raised a family of 11 that include brothers Willie, Woodrow,

Dee, Hardin, Hoover, Frank, Martin, A.F and sisters Nellie, Mary and Sybil. The

Dawahare family business <sup>was</sup> ~~is~~ a self-made success story <sup>was</sup> father Serur worked hard toward

a goal of <sup>developing</sup> one store for each of the eight sons. A second store opened in Whitesburg and

a third store in Pikeville <sup>began an expansion to the point that</sup> ~~to where ones~~ 80 stores are in operation today. With the

passing of the parents, the Dawahare tradition and dream ~~has~~ continued through the

hard work and dedication of the brothers, sisters and extended family. ~~Many~~ <sup>Many</sup> student-

athletes from across the Commonwealth have benefited from the generosity of the

family. Close to the hearts of the brothers and sisters is high school athletics as

evidence by the sponsorship of the Dawahares/KHSAA Hall of Fame since its inception

in 1988: ~~Since~~ <sup>a litany of support and donations for various schools throughout</sup> that time, over 300 former contributors to high school sports in Kentucky <sup>the state</sup>

have been enshrined in the Hall of Fame. Through the years the <sup>Dawahare</sup> family has been <sup>and</sup>

supportive, both individually and collectively of many athletes, coaches, officials and

administrators in Kentucky. A key to the continuing success of the family could be

traced to the "Stick Story" where father Serur gathered the eight brothers and gave each

a stick. He told them to break it, which each individually did. Then he put the eight

sticks together and had each one try to break the bundle, of which no one could. His

lesson - "If you stick together, you will never be broken". <sup>And this unbroken family,</sup>

and the extended family who now operate the various

Dawahare related enterprises, remain committed to supporting

interscholastic athletics in the Commonwealth.

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