

TEXAS LEGENDS



Cadillac Salutes

Alden Clanahan

Designer and Philanthropist

Designer, innovator, executive, activist, volunteer, community leader, philanthropist. Alden Clanahan, vice president of Visual Merchandising and Events for the Dallas Market Center, finds creative ways to help others. Since arriving in Dallas in 1981, Mr. Clanahan has made his mark professionally as a visual designer whose client roster has included Escada, Lily Dodson, Jan Barboglio, Neiman Marcus and Carolos Falchi. But he also has used his considerable talents in support of numerous worthy causes, the most notable of which is the Design Industries Foundation Fighting AIDS, or DIFFA Dallas. Mr. Clanahan supports numerous other organizations as well, including Bryan's House, Gift For Life, AmFAR, Father of the Year and various fundraisers hosted by the Dallas Market Center. Mr. Clanahan also volunteers for the Dallas Fashion Incubator, which mentors young designers in the apparel industry. In June 2005, he and his partner, Christian Holthausen, served on the host committee of Body Positive's Garden Gala in honor of designer Betsey Johnson in East Hampton, N.Y.

Alden Clanahan began his long relationship with DIFFA Dallas as a volunteer in the late 1980s. He later served two terms on the board of trustees. DIFFA Dallas has been funding direct care for people living with HIV/AIDS since 1984.



“The Design Industries Foundation Fighting AIDS (DIFFA) has helped increase awareness and prevention education in the fight against this deadly disease.”

— Alden Clanahan

Milestones

- 1984 – The Design Industries Fighting AIDS (DIFFA) is established. DIFFA Dallas' mission is to address the immediate funding needs for direct care, treatment and prevention programs.
- 1989 – The Dallas Collection, an awesome mix of runway show and theatrical excitement showcasing celebrity-designed denim jackets, which are auctioned off to raise funds, makes its debut. The dazzling show becomes one of Dallas' foremost fund-raising and social events.
- 2005 – Over the years, DIFFA Dallas grants more than \$2.6 million to North Texas HIV/AIDS programs.



To learn more about DIFFA, visit www.WFAA.com/TexasLegends/



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