

# Eateries to support fund for late football player

BY LAYLA FARMER  
THE CHRONICLE

Reynolds High School was rocked by the sudden and tragic loss of one of its own last month.

Matt Gfeller, a sophomore, suffered a fatal blow in a football game against Page High School. He passed away just days before the start of the 2008-2009 school year.

In lieu of flowers, the Gfeller family asked that well wishers contribute to a fund created in Matt's memory at the Winston-Salem Foundation.

Local Village Tavern restaurants announced recently that they would aid in the effort to raise money for the fund. It has not been determined yet what cause the fund will be used for.

The two Winston-Salem locations for the chain, which has nearly a dozen restaurants across the nation, will donate an undisclosed amount of the proceeds from their Sept. 15 sales to the cause.

"Reynolds High School has been an icon of the Winston-Salem area for forever," commented Daniel Glascoe, general manager at the Hanes Mall Boulevard

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"Some of the things that people were concerned about were if the logo was on the floor, if the logo was on garbage cans or dumpsters," Duncan said. "It seemed unseemly to have an icon like Dr. King, to have his image on something like a waste bin at a park."

Duncan said that the old crown logo was not used on trash bins or prison uniforms,

but communication directors in county departments were directed to look carefully at where the logo is used.

Some county officials and African-American leaders in Seattle have no qualms about using the image of King.

"Personally, we should use the logo wherever we traditionally printed that logo," said Larry Gossett, the county council member who led the name and logo change. Gossett said the symbol can be used "to do better."

Gossett, a longtime leader in the African-American community here, knew from the beginning there would be challenges. His own son told him that he didn't want to see King's face on a police car.

Tye Heckler of Heckler Associates - a design and advertising firm that helped develop the Starbucks brand - said once the county approved the logo, it accepted all the risks of using King's face, including the possibility that the logo may be defaced someday. But as a government, Heckler said, they have the freedom not to use the logo.

Steve Kline, a spokesman at the King Center in Atlanta, said there are no set guidelines when it comes to the use of King's image, but there have been examples of inappropriate use.

"Many years ago, some guy tried to make a knife with Mr. King on it," Kline said. "Stuff like that is always a concern. They take it of a case-by-case basis. They do try to monitor the commercial use of it."

While Kline said that King County is believed to be the first government to take King's likeness as a logo, scores of local governments have named streets, parks and even pool centers after the civil rights leader. But many of those moves have carried a stigma: many Martin Luther King Jr. streets, avenues, ways and boulevards are in low-income, crime-ridden areas.

But Gossett said that the logo has potential for good.

"You can use it to inspire and move for reforms (King) could have been very proud of," he said.

location. "It was just such a shocking and touching story... so we decided to get involved."

Village Tavern hopes to raise a considerable amount between the two stores, says Glascoe.

"We would like to raise up to \$4,000, possibly \$5,000," he revealed.

Community service is a part of the mission at Village Tavern, according to Glascoe.

"We've been in business

for 24 years and during those 24 years, we have had a strong belief in and commitment to supporting our community," he stated. "We give to the community as often and as much as possible."

For Chad Smith, GM at the Reynolda Village location, the loss of the young football player hit home.

"We do everything we can to give back to the community, but something like this is very personal to us," stated Smith, who has been with the

company almost eight years. "It's a tragedy to basically every family that has a kid and to this community as a whole."

The father of two boys, ages eight and nine, Smith has served as a football coach for the Lewisville Titans Pop Warner team for the past two years. Gfeller's death has resonated with him, Smith says. Having the opportunity to lend his support to the Gfeller family is especially rewarding, he added.

"It's something that always sticks with you," he remarked. "We feel it as parents."

The Matthew Alan Gfeller Memorial Fund has been

established at The Winston-Salem Foundation in memory of Matt Gfeller. The charitable purpose of the fund will be determined by the family at a later date. Checks may be made payable to The Winston-Salem Foundation (indicate on memo line "Matthew Alan Gfeller Memorial Fund") and mailed to The Winston-Salem Foundation, 860 West Fifth Street, Winston-Salem, NC, 27101. Credit card donations may be made online at [www.wsfoundation.org](http://www.wsfoundation.org). For more information, contact Jonathan Halsey at (336)714-3466.



Congratulations to Leonardo Horn on your induction into the Winston-Salem State University C. E. "Big House" Gaines Athletic Hall of Fame. All of your accomplishments and years of unforgettable record setting games will forever be etched in our memory. This honor is much deserved and showcases your outstanding efforts and your hard work and commitment to be the best. Your dedication and tenacious drive is apparent in the man that you have become and the examples you set for your children. I am so proud of you!

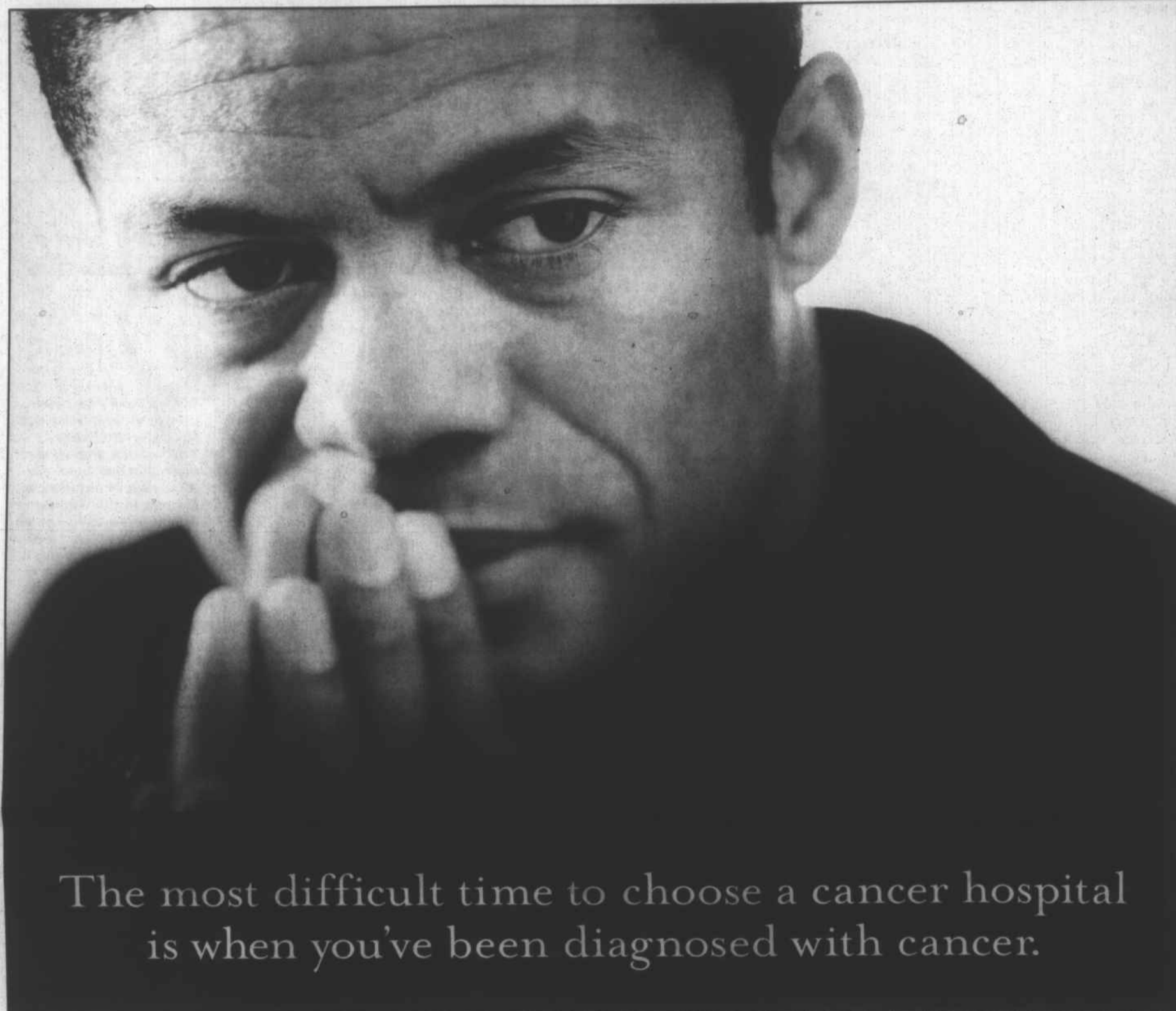
Love,  
Rhea



Matt Gfeller



Glascoe



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If you or someone you love is facing a cancer diagnosis, it's important to know as much as you can about the cancer care options available in this area. Where you go first matters. And the best choice for cancer care in this area is Wake Forest University Baptist Medical Center.

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