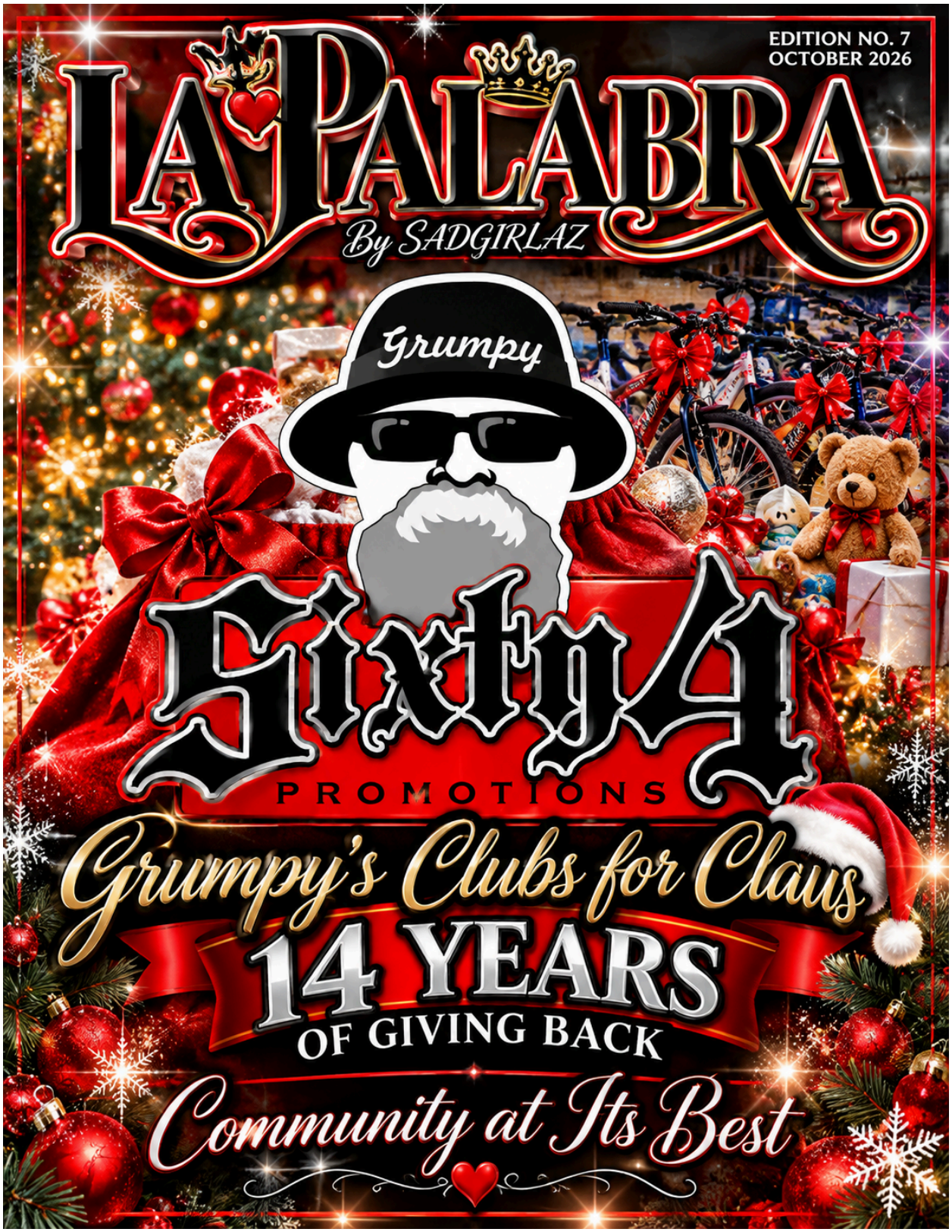

EDITION NO. 7
OCTOBER 2026
LA PALABRA
By SADGIRLAZ
Grumpy
Sixty4
PROMOTIONS
Grumpy's Clubs for Claus
14 YEARS
OF GIVING BACK
Community at Its Best

LA PALABRA

By SADGIRLAZ ❤️🖤

EDITION NO. 7 | OCTOBER 2026

SPECIAL COMMUNITY DEDICATION

SIXTY4 PROMOTIONS

More Than Just Friends Coming Together — A Family Built on Giving Back

GRUMPY'S CLUBS FOR CLAUS

It Takes a Village to Keep a Dream Alive.

14 YEARS OF GIVING BACK

Honoring Al Luna, the SIXTY4 PROMOTIONS family, Grumpy's Clubs for Claus, the committee, participating car clubs, solo riders, volunteers, sponsors, families, and every helping hand behind this remarkable Christmas tradition.

One Man's Dream. Countless Helping Hands. One Community. One Legacy.

A Special Dedication by Crystal Diaz — SADGIRLAZ

Chola Vibes and Gangster Love™



“Different Clubs. Different Journeys. One Family. One Legacy.”

SPECIAL DEDICATION EDITION

IT TAKES A VILLAGE TO KEEP A DREAM ALIVE

The Story Behind SIXTY4 PROMOTIONS and Grumpy's Clubs for Claus

Some stories are bigger than one person. Some traditions become more than an annual event. And some friendships grow into families whose love and generosity touch the lives of thousands.

This is one of those stories.

For 14 years, Grumpy's Clubs for Claus has brought together the lowrider community, car clubs, solo riders, local businesses, volunteers, friends, and families with one beautiful purpose: to bring Christmas joy to children and families who need it most.

But behind the toys, bicycles, food, laughter, and smiling faces is something even more meaningful—a legacy built on friendship, compassion, sacrifice, and the belief that no child should feel forgotten during the holidays.

At the heart of this story is SIXTY4 PROMOTIONS, a family of friends who came together with a desire to do something different. What began through a shared love of cars and community grew into a commitment to helping others.

And through the years, that commitment has continued through the dedication of Al Luna, the Grumpy's Clubs for Claus committee, and an extraordinary community of supporters.

This special edition of *La Palabra* is not simply about an organization or a Christmas celebration.

It is about the people.

The people who show up before the sun rises. The people who donate when nobody is watching. The car clubs that arrive together, the solo riders who lend a hand, the businesses that give what they can, and the families who return year after year.

It is also about remembering those who helped build this beautiful tradition and are no longer physically with us.

Their love remains woven into every Christmas memory created.

And as a new generation steps forward to help carry this tradition into the future, one message remains at the center of it all:

One person may have a dream, but it takes a village to keep that dream alive.

Through this special dedication, *La Palabra* proudly honors every person who has helped make Grumpy's Clubs for Claus what it is today.

Because this isn't just their story. It's our community's story.

With love, gratitude, and respect,

Crystal Diaz — SADGIRLAZ ❤️🖤
Founder & Editor, La Palabra



SPECIAL DEDICATION EDITION

SIXTY4 PROMOTIONS

WHERE FRIENDSHIP BECAME FAMILY

The Beginning of Something Bigger Than a Car Club

Every great story has a beginning. Sometimes it starts with a dream. Sometimes it starts with a friendship. And sometimes, without even realizing it, a group of friends begins building something that will touch lives for generations.

For **SIXTY4 PROMOTIONS**, that beginning was rooted in friendship, a shared love for the lowrider culture, and a desire to make a difference.

Al Luna and his longtime friend, who connected through the car club community. Their friendship, along with the friendships they had built over the years, would eventually lead to the creation of something special.

But their vision wasn't to create another car club.

They wanted to create something different. Something that brought people together. Something that gave back.

It was his friend who came up with the name **SIXTY4 PROMOTIONS**. The organization's signature red and black colors were inspired by Al Luna's beloved 1964 Impala.

What began as friends coming together through their passion for cars soon developed into a group dedicated to supporting car shows, cruises, fundraisers, and community events.

They understood something important: the lowrider community was about much more than beautiful cars, chrome, paint, and hydraulics.

It was about **loyalty. Friendship. Respect. Family.** And being there for one another when it mattered most.

Over time, **SIXTY4 PROMOTIONS** became involved in causes that reached beyond the car scene. From supporting **cancer fundraisers and Wonder Warriors** to helping a single mother facing medical expenses after the premature birth of her baby, their efforts reflected a genuine commitment to people in need.

They also supported backpack drives and other community efforts, showing that giving back didn't have to be limited to one season or one occasion.

And while their involvement in various events has changed over the years, one particular tradition would become especially close to their hearts.

A Christmas celebration that began with one man's dream.

A dream that would bring car clubs, businesses, volunteers, families, and an entire community together.

A dream that would become known as **Grumpy's Clubs for Claus.**

SIXTY4 PROMOTIONS was never just about bringing cars together. It was about bringing hearts together.

And sometimes, the greatest legacy we leave behind isn't something we own.

It's something we inspire others to continue.

LA



Special Dedication Edition

ONE MAN'S DREAM, A COMMUNITY'S LEGACY

The Beginning of Grumpy's Clubs for Claus

Sometimes the most beautiful traditions begin with someone who remembers what it feels like to go without.

For **Grumpy**, Christmas was about more than presents underneath a tree. It was about making sure children experienced the excitement, happiness, and magic of the holiday season, regardless of what their families might be going through.

Both **Grumpy and Al Luna** understood that feeling firsthand. Growing up, they had experienced what it meant to depend on the kindness of others and community holiday celebrations.

Perhaps that's what made this dream so personal.

Grumpy envisioned a Christmas gathering where children and families could come together, enjoy a warm meal, receive gifts, and experience the generosity of a community that cared.

That dream became **Grumpy's Clubs for Claus**.

The first celebration took place at Rose Lane Park in Glendale, Arizona. What began as an effort to give children a memorable Christmas quickly revealed just how great the need truly was.

So many children arrived that organizers had to go out and purchase additional truckloads of toys and bicycles.

Approximately **500 hamburgers and hot dogs** were served that first year.

But the true success of that day couldn't be measured by the number of toys distributed or meals served.

It was measured in **smiles.**

In **laughter.**

In the excitement of a **child receiving a bicycle**.

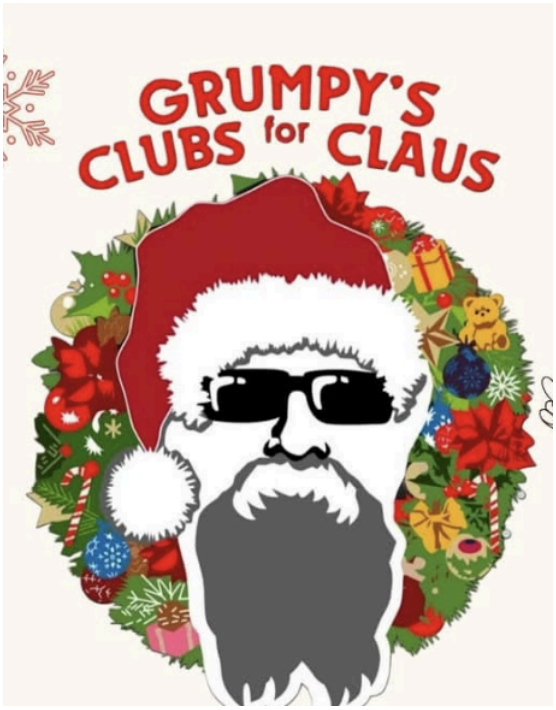
And in the relief of parents who knew their children would have something special to celebrate.

What **Grumpy started was never simply a toy giveaway**. It was an act of love that brought people together.

Year after year, that love continued to grow, drawing support from **car clubs, solo riders, local businesses, volunteers, and families who believed in the same mission.**

Today, as **Grumpy's Clubs for Claus celebrates its 14th year,** the tradition stands as a reminder that one person's compassion can inspire an entire community.

Grumpy had a dream. The community gave that dream wings. And together, they created a legacy that continues to bring Christmas joy to generations of children.



Special Dedication Edition

THE LITTLE GIRL WITH THE BROKEN BICYCLE

A Christmas Memory That Says Everything About Grumpy's Heart

Sometimes, the greatest acts of kindness aren't remembered because of how much was given, but because of how deeply someone cared.

Among the many memories shared about **Grumpy's Clubs for Claus,** there is one story that captures the true meaning behind this beautiful tradition.

It was a Christmas celebration, and a young girl, approximately ten years old, arrived with an old bicycle.

Her bicycle was broken, and the seat had been wrapped with a towel.

For many, it might have looked like just another bicycle in need of repair. But for this little girl, it was something she treasured.

When Grumpy saw her bicycle, he offered her a brand-new one.

What happened next revealed something extraordinary.

Instead of simply accepting her gift and leaving, the little girl asked if she could keep her old bicycle.

She wanted to give it to her younger brother.

Imagine that for a moment.

A child who had so little was thinking about someone else.

Grumpy didn't hesitate. He told her to go get her brother so he could pick out a new bicycle, too.

That day, two children received more than bicycles. They experienced kindness, generosity, and the beautiful feeling of knowing that someone cared.

And that is what **Grumpy's Clubs for Claus** has always represented.

Not just **toys.**

Not just **food.**

Not just a Christmas celebration.

But a community that sees people, recognizes their struggles, and responds with love.

It's stories like this that remind us why the tradition must continue.

Because somewhere in the crowd each year, there may be another little girl, another little boy, or another family whose Christmas becomes a little brighter because somebody chose to give.

Grumpy didn't just give children gifts. He gave them **memories they could carry for a lifetime.**

And through every volunteer, every donation, every car club, and every helping hand, that same spirit of giving continues today.





“Generosity Keeps Pouring In, Because When a Community Comes Together, Love Has No Limits.” ❤️🖤

LA PALABRA — EDITION NO. 7

Special Dedication Edition

CARRYING GRUMPY'S LEGACY FORWARD

When Love Becomes a Promise to Continue

On **April 15, 2018**, the community lost a man whose dream had brought Christmas joy to countless children and families.

Grumpy was gone, but the love he had planted in the hearts of others was far from forgotten.

For those who knew him, his passing meant more than losing a friend. It meant saying goodbye to someone whose **generosity, compassion, and dedication had created something truly special.**

But sometimes, the greatest way to honor someone we love is to continue the work they started.

Following Grumpy's passing, **Al Luna** was asked to carry the Christmas tradition forward.

It was a responsibility filled with meaning, memories, and an understanding of just how much this celebration meant to the families who depended on it.

And Al did not carry that responsibility alone.

Alongside **Carolyn, the dedicated committee, participating car clubs, solo riders, sponsors, businesses, volunteers, and countless community members,** Grumpy's Clubs for Claus continued to grow.

Year after year, the **community** showed up.

Some brought toys. Others brought bicycles. Some donated money, food, supplies, or their time. And many returned simply because they **believed in** what Grumpy had started.

Because this was never meant to be one person's responsibility. It was always a **community's labor of love.**

Behind the scenes, the work begins months before Christmas. Planning meetings, organizing donations, coordinating volunteers, and preparing for hundreds of families require dedication that many people never see.

Carolyn shared how the long hours and exhaustion can sometimes make her wonder whether it's time to step away.

But then another Christmas arrives.

Another **child smiles.**

Another **parent expresses gratitude**.

And suddenly, the reason for continuing becomes clear all over again.

THE NEXT GENERATION OF GIVING

In 2024, Grumpy's son **Rich and Leija** became part of the committee, helping carry the tradition into its next chapter.

With **Al** sharing more responsibilities and encouraging the next generation to become involved, the future of **Grumpy's Clubs for Claus** continues to take shape.

It is a beautiful reminder that a **legacy doesn't have to end** when someone passes away.

It can live through children, grandchildren, friends, and neighbors who believe in the same dream.

Today, every toy distributed, every bicycle given away, and every family welcomed is another chapter in the story Grumpy began.

And somewhere in the middle of all the planning, laughter, hard work, and Christmas excitement, his spirit of generosity continues to shine.

Grumpy may have started the dream, but the village made a promise to keep it alive.

And that promise continues, one Christmas, one child, and one act of kindness at a time.





“The Beauty of Community Is Not in How Many People Gather, but in How Many Hearts Come Together to Make a Difference.”

Special Dedication Edition

WHEN A COMMUNITY COMES TOGETHER, MIRACLES HAPPEN

Thousands of Smiles. Countless Helping Hands. One Beautiful Purpose.

What began as one man's dream has grown into a Christmas tradition that continues to bring joy, hope, and unforgettable memories to families throughout the Glendale community.

Year after year, **Grumpy's Clubs for Claus** has demonstrated what can happen when people set aside their differences and come together for something greater than themselves.

And the generosity is nothing short of remarkable.

During the 2025 celebration, organizers reported serving more than 2,000 hamburgers and hot dogs, distributing two car trailers full of toys along with additional donations, and giving away more than 60 bicycles to children.

Televisions and food gift cards were also among the gifts provided to adults and families.

But those numbers represent so much more than food, toys, and bicycles.

They represent a **child waking up on Christmas morning with something special**.

A **parent feeling the relief** of knowing their family has not been forgotten.

And a **community showing what love looks like when it is put into action.**

THE HANDS AND HEARTS BEHIND THE MAGIC

Behind every successful event are countless people whose contributions may never make the headlines.

Car clubs that arrive together, bringing donations and helping hands.

Solo riders who show up because they believe in the cause.

Businesses that contribute financially or provide essential supplies.

Volunteers who spend hours preparing, organizing, cooking, distributing gifts, and making sure families feel welcomed.

And **supporters** who share the event, spread the word, and encourage others to become involved.

Some have supported this tradition for years.

Others are just beginning their journey of giving back.

But every contribution matters.

Among the longtime supporters are **Michael and Holly of Brother's Jerky**, whose generosity has included monetary and toy donations for more than a decade.

Gilbert of Antelope Fabrication has also contributed by providing custom portable toilets in recent years—one of the many practical needs that help make an event of this size possible.

The **City of Glendale** and numerous community supporters have also played important roles in helping this Christmas tradition continue.

Yet for every contribution we can name, there are many more deserving of recognition.

To every car club, every solo rider, every business, every sponsor, every volunteer, and every person who has ever given their time, resources, or love to Grumpy's Clubs for Claus—this recognition belongs to you.

Your name may not appear on these pages, but your kindness is part of this story.

Your generosity is part of this legacy.

And your willingness to give has helped create memories that children and families will carry for years to come.

Because the true measure of this event has never been how many toys are collected or how many meals are served.

It is how many hearts are touched along the way.

And that is what makes Grumpy's Clubs for Claus so extraordinary.

One community. One purpose. Thousands of reasons to keep giving.



“The Greatest Gift of Christmas Isn't Found Under the Tree—It's Found in the Love of Family, the Joy of Giving, and the Memories We Create Together.” ❤️🖤



“More Than Friends, They're Family. The Helping Hands, Loyal Hearts, and Unbreakable Bonds That Keep the Spirit of Giving Alive.” ❤️🖤

Special Dedication Edition

THE PEOPLE WE CARRY IN OUR HEARTS

Gone From Our Sight, Forever Part of Our Story

There are some people who enter our lives and leave footprints so deep that time can never erase them.

They become part of our **memories, our traditions, and the stories we continue to tell.**

And sometimes, even after they are gone, their presence can still be felt in the very things they helped create.

As we celebrate the remarkable journey of **SIXTY4 PROMOTIONS** and **Grumpy's Clubs for Claus**, we also pause to honor those whose love and contributions remain woven into this legacy.

GRUMPY — THE MAN WHO STARTED A DREAM

Grumpy believed that every child deserved to experience the magic of Christmas.

He understood what it meant to struggle, and he wanted families facing difficult times to know they were not alone.

His dream was never about recognition. It was about giving children a reason to smile and parents a little hope during the holidays.

Although Grumpy passed away on April 15, 2018, his compassion continues to touch families year after year.

Every bicycle, every toy, and every Christmas celebration is a reminder of the difference one caring heart can make.

ELIZABETH “LIZ” LUNA — A BEAUTIFUL HEART REMEMBERED

To those who knew Liz, her memory holds a special place.

As **Al Luna's beloved wife**, she was part of the family, friendships, and community spirit surrounding this Christmas tradition.

Carolyn remembers Liz helping onstage with the children, sharing in the excitement alongside Santa and Al.

Those moments may have seemed simple at the time, but today they have become treasured memories.

Her warmth, her presence, and the love she shared remain part of the story.

CHINO — A LEGACY OF FRIENDSHIP AND COMMUNITY

We also remember Chino, whose name continues to hold meaning among those who knew and loved him.

In a community built on friendship, culture, loyalty, and giving back, the loss of someone special reminds us how precious our time together truly is.

The memories, friendships, and love left behind become part of the legacy we carry forward.

LOVE DOESN'T END. IT LIVES ON.

The beauty of a legacy is that it continues through the people who remember.

Through **stories shared around a table**.

Through **photographs that bring back a thousand memories.**

Through **children and grandchildren** learning the importance of kindness.

And through **friends** who continue showing up for one another.

We **honor** those we have lost not only by remembering their names, but by continuing the love they shared with the world.

As **Grumpy's Clubs for Claus celebrates 14 years of giving back,** we remember that some of the most important people in this journey are no longer standing beside us.

But they will always have a place in the story.

Forever remembered. Forever loved. Forever part of the family.

Special Dedication Edition

FROM THE EDITOR

Some People Become Family Along the Way

By Crystal | SADGIRLAZ

*There are stories I tell because they **deserve to be heard.** And then there are stories that hold a **special place in my heart** because, somewhere along the way, I became a small part of them.*

This is one of those stories.

*For nearly a decade, I have had the privilege of knowing **Al Luna, his beloved Liz, Carolyn**, **and so many of the beautiful people who make up this extended family.***

*And when I say family, I don't necessarily mean by **blood.***

*I mean the kind of family that welcomes you, remembers you, checks on you, and makes you feel that you **belong.***

Over the years, I have watched friendships grow, families come together, and people give so much of themselves simply because they wanted to make a difference.

*I remember shopping for Christmas toys with **Liz** at Walmart. To someone else, it might have looked like two women picking out gifts for children.*

But to me, those moments meant so much more.

There were conversations, laughter, and quiet moments of understanding. Moments that reminded me how much kindness can mean to someone, even when the person offering it may never fully realize the difference they are making.

Those are the memories I carry with me.

*And those are the memories that make this story **personal.***

*I have watched **Al** and the people closest to him continue showing up for their community, even when life itself has brought **challenges, heartache, and loss.***

*I've seen **Carolyn and the committee dedicate** countless hours to making sure this tradition continues.*

*I've seen **car clubs, solo riders, families, businesses,** and **volunteers** come together with one common purpose.*

And I've learned that giving back isn't always about how much money you have or how much you can donate.

*Sometimes it's about **showing up**.*

Sometimes it's about giving a few hours of your time.

*Sometimes it's about making a **child laugh,** handing someone a **warm meal,** or reminding a family that **they matter.***

I recently had the joy of contributing through a Christmas cookie-decorating booth, preparing more than 300 cookies for children to enjoy.

Watching those little hands decorate cookies and seeing the excitement on their faces reminded me why traditions like this are worth protecting.

Because years from now, those children may not remember every toy they received.

*But they may remember how **they felt.***

*They may remember the **laughter, the kindness, the music, and the people who made Christmas special.***

And perhaps one day, they'll become the very people giving back to the next generation.

WHY I CHOSE TO TELL THIS STORY

*As the editor of **La Palabra,** I believe some of the most powerful stories are found right here in our own neighborhoods.*

They're not always about famous people or extraordinary headlines.

Sometimes they're about ordinary people doing extraordinary things out of love.

*That's what I see in **SIXTY4 PROMOTIONS and Grumpy's Clubs for Claus.***

*I see **loyalty.***

*I see **sacrifice.***

*I see **friendships that have stood the test of time.***

*And I see a **community** that continues to **honor a dream** much bigger than any one individual.*

*To **Al, Carolyn, the families, the committee, and every person** who has helped keep this tradition alive: **thank you** for allowing me to witness a small part of your journey.*

*And to **Liz,** whose kindness I will always remember, **thank you** for the moments that became memories I will forever treasure.*

Some people come into our lives as friends. Somewhere along the way, they become family. And long after the moment has passed, the love they gave us remains.

With love, gratitude, and respect,

Crystal

Digital Creator & Mixed-Media Storyteller

Editor, La Palabra by SADGIRLAZ ❤️🖤

Special Dedication Edition

A LEGACY THAT LIVES THROUGH GIVING

Fourteen Years of Love, Community, and Christmas Magic

Some traditions are measured in years.

Others are measured in the lives they touch.

*For **14 years, Grumpy's Clubs for Claus** has been more than a Christmas celebration. It has been a reminder of what happens when friendship becomes family and generosity becomes a way of life.*

*To **Al Luna, Carolyn, the dedicated committee, Grumpy's family, the families of SIXTY4 PROMOTIONS, and every car club, solo rider, sponsor, business, volunteer, and supporter who has helped make this journey possible:***

Thank you for being part of something bigger than yourselves.

To the loved ones who are no longer here to celebrate beside us, your memories remain woven into every act of kindness.

And to the next generation stepping forward, may you always remember the dream that started it all.

Because the greatest legacy we can leave behind isn't what we own.

It's the love we give, the lives we touch, and the kindness we inspire others to carry forward.

Different clubs. Different journeys.
One family. One legacy.

With love and respect,

Crystal | SADGIRLAZ ❤️🖤

Editor, La Palabra



Special Dedication Edition

LA PALABRA OF THE WEEK

GENEROSIDAD

Generosity

“The greatest gifts in life are not always wrapped. Sometimes they come from the hearts of people who simply care.”

Generosity is more than giving a toy, donating money, or volunteering your time.

It is the willingness to give a piece of yourself to make someone else's life a little brighter.

For 14 years, Grumpy's Clubs for Claus has shown us the true meaning of generosidad.

It lives in the hands that prepare meals, the families who donate toys, the car clubs that come together, and the volunteers who give their time without expecting anything in return.

It lives in every child's smile and every parent's grateful heart.

And most importantly, it lives in a community that continues to carry forward one man's dream.

Because generosity isn't measured by how much we give. It's measured by how much love we put into giving.

May we never forget that even the smallest act of kindness can become someone's most beautiful memory.

Con amor y respeto,

SADGIRLAZ ❤️🖤

Chola Vibes and Gangster Love™