**­­SAMPLE PRESS RELEASE**

**Note**: One Warm Coat® is a registered trademark. To obtain permission to promote the organization with your coat drive, you must first register at onewarmcoat.org/holdacoatdrive

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**FOR IMMEDIATE RELEASE**

**Contact Name:**

**Daytime Phone Number:**

**Contact email:**

**Local Resident/School/Group/Organization Seeks Coat Donations**

[Individual/School/Organization’s/Group’s/Family’s name] and [One Warm Coat](http://www.onewarmcoat.org/)®,

*sharing warmth one coat at a time.*

**[City, State, Month, Day, Year]** – [Individual/School/Organization’s/Group’s/Family’s name] is hosting a coat drive to collect clean gently worn or new coats on [date] between [time] and [time] at [location]. Area residents are invited to make a difference in our local community by donating to the coat drive and helping [Individual/School/Organization’s/Group’s/Family’s name] reach his/her/their goal of collecting X coats and X dollars.

“We are excited about our upcoming One Warm Coat drive and invite the community to participate and support our efforts. The need for shelter from the elements, like food and clean water, is especially urgent now. Due to the economic crisis created by the COVID-19 pandemic, the poverty rate in 2020 increased for the first time in 5 years. Currently 37 million Americans are living at or below the poverty level and struggling to afford basic necessities. All of the coats we collect will be distributed in our community and help our neighbors stay safe and warm this winter,” said Coat Drive Ambassador and local resident, <insert your name>.

Last year, more than 400,000 coats were distributed across the United States to children and adults in need through One Warm Coat’s Coat Drive Program. “We’re grateful to our volunteer Coat Drive Ambassadors like [Individual/School/Organization’s/Group’s/Family’s name]! It’s because of our incredible volunteers that so many coats are saved from landfills and given a second life protecting our neighbors in need. Thanks to [Individual/School/Organization’s/Group’s/Family’s name]’s efforts, many people in this community will be warm this winter”, said Beth W. Amodio, President and CEO of One Warm Coat.

**About One Warm Coat**

One Warm Coat is a national cloud-based nonprofit organization that provides free coats to children and adults in need while promoting volunteerism and environmental sustainability. Over the past 30 years, One Warm Coat has facilitated more than 43,000 coat drives, collecting 7.3 million coats that have been distributed through 1,400 nonprofit partners across all 50 states. Individuals and organizations can get involved by donating coats, holding coat drives, and making financial donations. Every $1 donated warms 1 person. One Warm Coat believes in each person’s right to shelter from the elements and is committed to sharing warmth, without discrimination, one coat at a time.

www. onewarmcoat.org

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