**­­SAMPLE PRESS RELEASE**

**Note**: One Warm Coat® is a registered trademark. To obtain permission to promote the organization, you must be a registered nonprofit partner. You can register here: https://www.onewarmcoat.org/share-warmth/become-a-nonprofit-partner/

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**FOR IMMEDIATE RELEASE**

**Contact Name:**

**Daytime Phone Number:**

**Contact email:**

**[Your Organization’s Name] Is In Need of Coats!**

*Hold a* [*One Warm Coat*](http://www.onewarmcoat.org/)*® coat drive to benefit [Your Organization’s Name]’s clients.*

**[City, State, Month, Day, Year]** – Today [Your Organization’s Name] reported that there is an extreme need for coats in [insert community name]. “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 currently living at or below the poverty level and struggling to afford basic necessities. (You may want to insert a note about the poverty rate in your community here)” said [Your Organization’s Name’s representative].

[Your Organization’s Name] has partnered with One Warm Coat and is asking area residents to hold a coat drive to benefit

[Your Organization’s Name]. “We need the support of our local community so that we can provide coats to the people we serve.” said [Your Organization’s Name’s representative].

For 30 years One Warm Coat has been working to provide free coats to anyone in need. Every year more than 1,400 nonprofit organizations and schools benefit from the generosity of their neighbors. “Last year, One Warm Coat volunteers collected more than 407,000 coats which were distributed to children and adults in the communities where they were collected. [Your Organization’s Name] needs the community’s help to keep [your city/community name] residents warm this winter. We’re happy to provide everything the community needs to hold a coat drive on our website, for free” said One Warm Coat President & CEO, Beth W. Amodio.

“The impact of providing warmth to a neighbor is so powerful” said [Your Organization’s Name’s Representative]. “Here, you can insert a first-hand example of client’s reaction to receiving a warm coat.”

**About [Your Organization’s Name]**

<Insert the mission statement and info about of your organization here>

**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.