**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/)*® drive to benefit the individuals [Your Organization’s Name]’s serves.*

**[City, State, Month, Day, Year]** – As winter approaches, we face a growing challenge — the increasing demand for warm coats. Today [Your Organization’s Name] reported that there is an extreme need for coats in [insert community name]. “There are 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 for their benefit. “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].

Since 1992, One Warm Coat has been working to provide free coats to anyone in need. Every year more than 1,500 nonprofit organizations and schools work with One Warm Coat to receive coats for those they serve. “Last year, One Warm Coat volunteers collected more than 550,000 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. Visit onewarmcoat.org to register to hold a coat drive and start collecting coats for [Your Organization’s Name].” said One Warm Coat President & CEO, Beth W. Amodio.

Together, we can ensure that everyone in our community stays warm and safe this winter. Every contribution, no matter how big or small, makes a meaningful impact

Here, you can insert a first-hand example of client’s reaction to receiving or needing a coat.

**About [Your Organization’s Name]**

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

**About One Warm Coat**

One Warm Coatis a national cloud-based nonprofit organization that provides free coats to children and adults in need while promoting volunteerism and environmental sustainability. Since 1992, One Warm Coat has facilitated 49,000 coat drives across the country, collecting 8 million coats that have been distributed through more than 1,500 nonprofit partners. Individuals and organizations can get involved by donating coats, holding coat drives, and making financial donations. 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.