



FROM: NEW YORK CARES

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MEDIA ADVISORY

NEW YORK CARES OPENS POP-UP SHOP FOR ITS 31ST ANNUAL COAT DRIVE

New York Cares' pop-up shop is open for its 31st Annual Coat Drive on Thursday, December 12 on the Upper East Side. New Yorkers will have the opportunity to drop off their new or gently used coats in person and get a closer look at how their donation will help those in need this winter.

Quotes from previous coat drive recipients will be spread throughout the shop, sharing just how important and powerful the gift of a coat in winter can be. Individuals can write notes and attach them to their donated coats to send a message of support and love. Volunteers will create an assembly line to sort and package coats for distribution.

Coats can also be dropped off at almost 300 public sites around the city through December 31, 2019. Locations throughout the five boroughs include all NYC Police Precincts, nearly two hundred Greater New York Automobile Dealers Association (GNYADA) locations, and Penn Station. New Yorkers can text the word "COAT" to 474747 to donate \$20 to cover the cost of one coat to a New Yorker in need of warmth this winter. This year's pop-up shop is made possible by Argon Props, Fire Up Marketing, Love Knots Design, CS Hudson and Rudin Management. For more information, visit newyorkcares.org/coats.

WHAT: New York Cares Coat Drive Pop-Up Shop

**WHEN: Press Call:
Thursday, December 12, 2019
10:30 a.m. – 12:00 p.m.**

Coats may be dropped off between:
Thursday, December 12 – Saturday, December 14
Tuesday, December 17- Saturday, December 21
11:00 AM – 7:00 PM

**LOCATION: Upper East Side
1285 2nd Avenue
New York, NY 10065**