



Contact: Deborah Raskin (Rubenstein Communications, Inc.) – 212-843-8028, draskin@rubenstein.com
FOR IMMEDIATE RELEASE

**NEW YORK CARES DISTRIBUTES COATS TO HOMELESS NEW YORKERS
ON CHRISTMAS DAY AS PART OF ITS 27th ANNUAL COAT DRIVE**

New York Cares Sees Urgent Need to Meet Requests for More Than 100,000 Coats

(New York, NY, December 25, 2015) – New York Cares volunteers today helped distribute warm winter coats to more than 150 homeless men, women and children at the New York City Rescue Mission in Manhattan. The Christmas morning distribution is part of the 27th Annual New York Cares Coat Drive, a citywide coat collection effort that is seeing requests for more than 100,000 coats again this year.

Now through Thursday, December 31, 2015, individuals and organizations can donate new or gently used coats at hundreds of locations throughout New York, including all NYPD Police Precincts, Penn Station, Grand Central Terminal, and many other sites. Coats are needed for children, women, and men, particularly men’s larger sizes.

“Again this year we have received requests for more than 100,000 coats. Despite the mild fall temperatures we had, New York City is very cold every winter and the need for coat donations is urgent in order to keep our neighbors warm this winter,” said Gary Bagley, Executive Director of New York Cares. “There are 60,000 New Yorkers spending their nights in city shelters, and 300,000 New York City children living in poverty. We ask everyone to keep them in mind this season, and to reach in your closets and donate any coats that you can.”

Where to Donate Coats

New Yorkers can donate gently-used, freshly laundered coats at almost 300 public sites around the city, as well as hundreds of private sites hosted by corporations and civic groups.

New Yorkers may donate coats at the following locations through Thursday, December 31, 2015. Please visit newyorkcares.org for exact times and locations, and additional collection sites.

- Every New York City Police Precinct (24 hours a day)
- Every library branch in the Queens Public Library system (during open hours)
- The New York Cares Warehouse, 157 West 31st Street between 6th and 7th Avenues (9:00 a.m. until 4:00 p.m. Monday through Friday)
- New York Cares office, 65 Broadway (weekdays, 9:00 a.m. to 5:00 p.m.)
- New York Penn Station - LIRR concourse (weekdays, 7:30 a.m. to 9:30 a.m.)
- Grand Central Terminal - Track 16/Graybar Passage (weekdays, 7:30 a.m. to 9:30 a.m.)
- And many more sites citywide.

New York Cares' iconic 'Shivering Statue of Liberty' Coat Drive PSA is airing on the **TOSHIBA VISION** screens located at the top of One Times Square to raise awareness of the Coat Drive from Tuesday, November 17th to Wednesday, December 30th. The PSA will also appear on billboards, in magazines, and online thanks to efforts by media partners **Mindshare, Xaxis, Group M, and Kinetic Worldwide, and will air on NBC 4 New York and Bloomberg TV.**

About The 27th Annual New York Cares Coat Drive

The New York Cares Coat Drive is one of the largest of its kind in the United States. Since 1989, New York Cares has collected and distributed more than 1.7 million coats.

The thousands of donated coats will be counted, sorted and distributed to organizations serving the homeless and other low-income New Yorkers, at an 8,600 square foot temporary warehouse space located at 157 West 31st Street in midtown Manhattan.

The sponsors for this year's New York Cares Coat Drive are **the New York City Police Department, the Metropolitan Transit Authority (MTA), Vornado Realty Trust, Toshiba, KKR, Delta Airlines, Mindshare, NBC 4 New York, Bloomberg, and Time Warner Cable.**

New Yorkers can make financial donations in support of the Coat Drive and New York Cares' year-round work online, by text or by mail. For more information about the New York Cares Coat Drive, locations, news, or to make a financial donation, the public can visit www.newyorkcares.org or call 646-801-4022.

About New York Cares

New York Cares is the largest volunteer network in the city. Last year, 62,000 New Yorkers made the city a better place by volunteering in New York Cares programs at 1,400 nonprofits and schools – improving education, meeting immediate needs, and revitalizing public spaces. For more information, visit newyorkcares.org.

About the New York City Rescue Mission

Did you know that homelessness in NYC has reached its highest levels since the Great Depression? As the oldest mission in the United States, the New York City Rescue Mission (NYCRM) feels a deep responsibility to serve the homeless and hurting in an impactful way. NYCRM exists to provide meals, shelter and services to homeless, hungry and hurting New Yorkers. NYCRM believes in providing services that address the holistic health of individuals. We partner with them on their journey to stability and self-sufficiency, ensuring they can restore their lives. We can't do this work alone. Together, with the help of donors and partners, we can fight the homeless epidemic and support our hurting neighbors to re-actualize their American Dream. <http://nycrescue.org/>

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