

FROM: NEW YORK CARES www.newyorkcares.org

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FOR IMMEDIATE RELEASE

**NEW YORK CARES LAUNCHES ITS 33rd ANNUAL COAT DRIVE TO SUPPORT
NEW YORKERS EXPERIENCING POVERTY AND FOOD INSECURITY**

“Coat+” donations will help distribute brand new coats plus a week of meals to New Yorkers in need.

(NEW YORK, NY - November 18, 2021) – New York Cares, the largest volunteer network in New York City, today announced the official launch of its 33rd Annual Coat Drive. This year, New York Cares is introducing Coat+, a new fundraising campaign with a continuing focus on distributing warm winter coats with care, while also addressing food insecurity through meal distributions.

New York Cares Executive Director Gary Bagley was joined today at co-located elementary schools, PS 294 The Walton Avenue School and PS 311 Lucero Elementary School in the Bronx by Yalenis Cruz, Executive Director for Community Schools and Madeline Warden, STH Regional Manager for District 7.

New York Cares’ Coat+ fundraising campaign aims to distribute brand new winter coats, but also addresses other essential needs like hunger and social isolation. Every \$25 donation will provide a New Yorker with a warm winter coat, as well as ten meals. Since March 2020, New York Cares volunteers delivered more than 50 million meals to individuals and families experiencing food insecurity, which is ten times the amount of any year before.

For this year’s coat drive, New York Cares is aiming to raise \$600,000 to warm up New York inside and out. Ten thousand new coats will be donated directly to New York City Community Schools, to support local students and families in need. The coat drive will serve all five boroughs through meal distributions and coat deliveries.

“Unfortunately, food insecurity in New York City is at an all-time high due to the impact of the pandemic. As temperatures drop, it is our duty to help the many families and individuals who are struggling to choose between a warm winter coat and a bag of groceries,” **said Gary Bagley, Executive Director of New York Cares.** “For the last 33 years, New York Cares has enabled thousands of volunteers to perform acts of warmth, carrying on the tradition of neighbor helping neighbor, and bettering the lives of all New Yorkers. We believe this year’s donations will not only provide a coat and a week of meals, but also a sense of hope for people in need.”

“Our city is stronger when we come together to support our young people in need,” **said Schools Chancellor Meisha Porter.** “This year I am so thankful for all of the members of our NYC community who are making sure our students are warm and safe this winter.”

From today through December 31, 2021, individuals and organizations can set up virtual Coat+ fundraisers at newyorkcares.org/coat-drive. Every dollar goes directly to a coat supplier and supports volunteer programs addressing hunger, ensuring that coats and meals reach people who need them most quickly and safely. While virtual fundraisers are encouraged, a limited number of drop-off locations will be available in each borough for New Yorkers who wish to donate a new or gently used, freshly laundered coat. All donations are tax deductible.

About the 33rd Annual New York Cares Coat Drive

Since 1989, the New York Cares Coat Drive has collected over two million winter coats for men, women, and children throughout the city. For more information on setting up a virtual Coat+ fundraiser and for other ways to help keep New Yorkers warm, visit newyorkcares.org/coat-drive.

The sponsors for this year's New York Cares Coat Drive are **Bloomberg Philanthropies, PJT Partners, Bank of America, The Ehrenkranz Family, The Amine Family, The Shapiro Family, Adam & Jodi Zotkow, Julie Turaj and Robert Pohly.**

PIX 11 is a supporter of the New York Cares Coat Drive this season.

How to Donate Coats In-Person

In addition to virtual fundraisers, New Yorkers can also donate gently-used, freshly laundered coats at several public sites around the city through December 31, 2021. Please visit New York Cares' coat drive map at newyorkcares.org/coat-drive/map, which includes information on this year's partners with exact times and locations, and additional collection sites.

The following Hub Sites are New York Cares partners that can receive, store and distribute thousands of coats to the communities they operate in:

- Mott Haven Community Partnership (South Bronx)
- Brooklyn Defender Services (East Brooklyn)
- Coalition for the Homeless (Manhattan)
- The River Fund (Central Queens)
- Staten Island Community Partnership (Staten Island)
- And many more sites citywide.

About New York Cares

New York Cares is the largest volunteer network in the city. Last year, more than 42,000 New Yorkers made the city a better place by volunteering in New York Cares programs at nearly 800 nonprofits and schools – improving education, meeting immediate needs, and revitalizing public spaces. For more information, visit newyorkcares.org.

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