

FROM: NEW YORK CARES www.newyorkcares.org
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FOR IMMEDIATE RELEASE

NYPD DEPUTY COMMISSIONER OF COLLABORATIVE POLICING SUSAN HERMAN AND NBA LEGEND JOHN WALLACE HELP NEW YORK CARES KICK OFF THE 29TH ANNUAL NEW YORK CARES COAT DRIVE

New Yorkers encouraged to Text to Give to meet demand for 125,000 coat requests

NEW YORK, NY, November 14, 2017 –New York Police Department Deputy Commissioner of Collaborative Policing Susan Herman and NBA legend John Wallace, joined New York Cares today at The Bowery Mission to launch the 29th Annual New York Cares Coat Drive by donating coats to approximately 50 of New York City’s homeless residents. After receiving the coats, the residents of the Bowery Mission excitedly tried on their new winter gear in front of mirrors.

This year, New York Cares is hoping to collect and distribute 125,000 coats to its nonprofit and school partners, which is estimated to be only a fraction of the total need for coats that exists throughout the city. In order to meet this need, and to get coats to New Yorkers sooner, New Yorkers looking to donate can text the word “COAT” to 41444 to donate \$20, or in increments of \$20, to purchase and deliver new coats. All donations are tax deductible.

From today through December 31, 2017, individuals can also donate gently used, freshly laundered coats at over a hundred locations throughout the five boroughs including all NYC Police Precincts, participating Queens Library branches, and major transit hubs. For a full list of drop-off locations and other ways to keep New Yorkers warm, visit newyorkcares.org/coats.

“As winter approaches, we are pleased, as we have done so since 1989, to partner with New York Cares in keeping our fellow New Yorkers warm,” said Deputy Commissioner, Collaborative Policing Susan Herman. In her role as Deputy Commissioner, Herman fosters shared responsibility for public safety through productive partnerships with individuals, government agencies, and community-based organizations to develop non-enforcement options. “This program allows our officers to join with our neighbors to aid others and keeps us focused on the generosity of the season.”

“Homelessness is an immensely important issue in New York City, with so many of our residents unable to maintain sufficient housing,” said New York Cares Executive Director Gary Bagley. “Over the course of the 2017 fiscal year, more than 125,000 different individuals slept in the New York City municipal shelter system. Even still, thousands of individuals sleep unsheltered on streets, in subway stations, and in other public spaces each night. Too many residents of New York City are in need this holiday season, which is why we are calling on all New Yorkers to help spread warmth this winter by donating coats. Just one coat, or a \$20 donation, can make a world of difference to your fellow New Yorker.”

About The 29th 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 1.8 million coats, including 109,213 in 2016.

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, Bloomberg Philanthropies, Vornado Realty Trust, Kinetic, Group M and Xaxis.**

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 newyorkcares.org/coats.

How to Donate Coats

New Yorkers can text the word "COAT" to 41444 to donate \$20, or in increments of \$20, to purchase and deliver new coats. All donations are tax deductible. New Yorkers can also donate gently-used, freshly laundered coats at over a hundred drop-off locations 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 Sunday, December 31, 2017. Please visit newyorkcares.org/coats for exact times, dates, locations, and additional collection sites.

- Every New York City Police Precinct (24 hours a day)
- Participating branches in the Queens Public Library system (during operating hours)
- The New York Cares Warehouse, 157 West 31st Street between 6th and 7th Avenues (9:30 a.m. until 4:30 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, 7:00 a.m. to 9:30 a.m.)
- Grand Central Terminal - Track 16/Graybar Passage (weekdays, 7:00 a.m. to 9:30 a.m.)
- Participating Greater New York Automobile Dealers Association members
- And many more sites citywide.

About New York Cares

New York Cares is the largest volunteer network in the city. Last year, more than 64,000 New Yorkers made the city a better place by volunteering in New York Cares programs at over 1,300 nonprofits and schools – improving education, meeting immediate needs, and revitalizing public spaces. For more information, visit newyorkcares.org.

About The Bowery Mission

The Bowery Mission has served homeless and hungry New Yorkers since 1879. This year, The Bowery Mission provided more than 406,000 meals to men, women and children, 91,000 nights of shelter and 44,000 articles of clothing, as well as showers, haircuts, and expert medical and optometric care. Each meal and every night of shelter is an invitation to residential recovery programs, where men and women get a second chance and lives are transformed from hopelessness to hope. Last year, the Mission's residential programs served nearly 300 men and women who are regaining sobriety, reconnecting with family and faith, pursuing educational goals, and preparing for work and independent living. To ensure that at-risk children have a positive first chance at life, The Bowery Mission's city camp and summer camp serves nearly 1,200 at-risk children from poor city neighborhoods. www.bowery.org

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