FOR IMMEDIATE RELEASE

DECEMBER 10, 2016 – THE JUNIOR LEAGUE OF AUSTIN AND PARTNERS TO DISTRIBUTE 35,000 COATS

AUSTIN – On Saturday, December 10, 2016, thousands of families in need will have the opportunity to find just the right warm winter coat for their children. We are celebrating the 30th Anniversary of Coats for Kids, which distributes more than 35,000 coats to children in need in Central Texas. The Junior League of Austin, Jack Brown Cleaners, 98.1 KVET and KVUE are proud to sponsor this event and thank the Central Texas community for supporting this worthwhile cause!

“It takes the time, talent and dedication of our entire Central Texas community to make Coats for Kids happen, “ says JLA President Sarah Valenzuela. “The line of children wrapped around the Palmer Events Center on the morning of Distribution Day is a reminder of the need in our community. We appreciate everyone who spends time volunteering, donating gently used warm winter coats, or rallying their friends and family to organize a coat drive. We hope that you will join us on December 10 this year.”

Coats for Kids is an annual community event through which new and gently-worn warm winter coats are collected and distributed to economically disadvantaged youth in Central Texas. Families who attend have the opportunity to learn about additional resources and services available through an on-site community fair featuring local non-profit organizations. The community fair has expanded this year and includes books, gloves, bike helmets, flu shots, in addition to vision screenings, dental screenings, healthcare navigation and access for both financial counseling and education support. Families who make less that 200% of the Federal Poverty Guidelines are eligible to receive a coat and have the opportunity to visit the community fair. The community’s support – both financial and in volunteer efforts – helps to keep so many children warm and healthy during the cold winter months. Volunteers who speak Spanish, Farsi, American Sign Language and other languages are especially needed.

There is still time to donate towards the purchase of new coats. In honor of our 30th Anniversary, we are encouraging donations of $30 to help keep two children warm this winter. This is a community-based initiative and it is because of the support of local groups, businesses, schools, and individuals that the youngest members of our
community will be protected from the cold this winter. To donate to Coats for Kids or to volunteer, please visit http://www.jlaustin.org/coats.

KEY DATES
- Community Coat Drive: Monday, Nov. 14 - Wednesday, Dec. 7
- Coat Drive Competition: Monday, Nov. 14 - Wednesday, Nov. 30
- Volunteer Registration: Friday, Oct. 7 - Friday, Dec. 9
- Distribution Day: Saturday, Dec. 10, 8:00 a.m. - 3:00 p.m.

LOCATION
The Palmer Events Center
900 Barton Springs Road
Austin, TX 78704

The Junior League of Austin
The Junior League of Austin is an organization of more than 2,500 women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. On an annual basis, The Junior League of Austin contributes more than $800,000 to the Austin community and its members volunteer approximately 150,000 hours with local non-profits. For more information about The Junior League of Austin, call 512-467-8982 or visit www.jlaustin.org.

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