FOR IMMEDIATE RELEASE  
Contact:  
Brittany Eck – cfkpr@jlaustin.org, (512) 963-7800  
Jolie Cypert – prchair@jlaustin.org, (512) 789-3162  

The Junior League of Austin to Presents  
Coats for Kids

AUSTIN – On Saturday, December 13, 2014, thousands of families will have the opportunity to find just the right warm winter coat for their eligible children. Coats for Kids, in its 28th year, plans to distribute more than 35,000 coats to children in need in Central Texas.

This annual community event collects and distributes new and gently worn, warm winter coats to the eligible youth of Central Texas, while also providing an opportunity for families to access local resources through an onsite 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, American Sign Language, and other languages are especially needed.

The Junior League of Austin, Jack Brown Cleaners, KASE 101 and KVUE are proud to sponsor this event and thank the Central Texas community for supporting this worthwhile cause!

“The Junior League of Austin is proud to once again host Coats for Kids. We plan to give away more than 35,000 coats this year to children in our community,” said JLA President, Gregory Noack. “This event is an opportunity for volunteers and donors in the Central Texas region to get in the spirit of the holidays by helping youngsters find a warm coat for the cold winter months. We hope everyone will visit www.jlaustin.org/coats and sign up to help or give financially – just $15 buys a new coat for a kid!”

KEY DATES
- Community Coat Drive: Monday, Nov. 17th - Wednesday, Dec. 10th
- Coat Drive Competition: Monday, Nov. 17th – Friday, Dec. 5th
- Volunteer Registration: Friday, Oct. 10th – Friday, Dec. 12th
- Distribution Day: Saturday, Dec. 13th, 8:00 a.m. – 3:00 p.m.
- Sorting Week Volunteer Opportunities December 9-12, 2014

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

There is also the opportunity to donate towards the purchase of new coats – just $15 buys a new coat for kids in need! 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.
**Coats for Kids**

*Coats for Kids* is an annual community project that collects and distributes warm winter coats to eligible children and teenagers in Central Texas. Each year, The Junior League of Austin, Jack Brown Cleaners, KASE 101, and KVUE partner to bring the community together to ensure that the children of Central Texas stay warm.

**The Junior League of Austin**

Founded in 1934, 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 $700,000 in financial support to the Austin community, and its members volunteer approximately 130,000 hours. For more information about The Junior League of Austin, call (512) 467-8982 or visit [www.jlaustin.org](http://www.jlaustin.org).

###