



19th Annual New York Cares  
**COAT DRIVE**



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**FOR IMMEDIATE RELEASE**

**POLICE COMMISSIONER KELLY AND NEW YORK CARES  
KICK-OFF THE 19<sup>TH</sup> ANNUAL NEW YORK CARES COAT DRIVE**

*New Yorkers are urged to donate new or gently used winter coats at hundreds of locations across the city during the month of December*

(New York, NY) December 4, 2007 – New York Cares Executive Director Ariel Zwang and New York City Police Commissioner Raymond W. Kelly today kicked off the 19<sup>th</sup> Annual New York Cares Coat Drive at the Bowery Mission in Manhattan. The New York Cares Coat Drive is an annual citywide event that each year collects over 80,000 winter coats for men, women and children in need throughout the city. Since 1989, New York Cares has collected and distributed more than one million coats. Today, joined by executives from Presenting Sponsor Health Plus, and sponsors WNBC-TV/Telemundo, Time Warner Cable, Jack Resnick and Sons, Moishe’s Moving Systems, and UPS, the group distributed more than 50 coats to homeless residents of the Bowery Mission.

“Each year, thousands of families are forced to make a choice between buying new winter coats and putting food on the table or paying the rent,” said Ms. Zwang. “The New York Cares Coat Drive is a vital lifeline for families in need, and tens of thousands of other low income and homeless New Yorkers who would otherwise go without a warm coat during the harsh winter months. I urge everyone to join us again this year in donating a coat. Every coat is an act of kindness that can literally save a life as temperatures plummet.”

“For nearly two decades, the New York City Police Department has joined with New York Cares to help provide protection from the elements to people who need it most,” said Commissioner Kelly. “Every winter, our officers and the community deliver – last year the NYPD collected 33,000 coats throughout the five boroughs. We’re looking forward to continuing the same spirit of giving this season.”

“This is the fourth year we’ve been the Presenting Sponsor of the New York Cares Coat Drive, and we couldn’t be more pleased with our partnership,” said Executive Director of Health Plus Tom Early. “Like Health Plus’ programs, the Coat Drive provides a much-needed lifeline to people in need in our community every year.”

“Both Health Plus and New York Cares are dedicated to helping the city’s most vulnerable residents,” said Health Plus Chief Marketing Officer of Health Plus Ada Rodriguez. “The Coat Drive is an important annual tradition that helps bring warmth and comfort to more than 80,000 New Yorkers in need each year. We are proud to support the Coat Drive again in 2007.”

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### ***How to Donate a Coat***

The New York Cares Coat Drive is a citywide charitable tradition, and a vital lifeline each winter for thousands of New Yorkers in need. This year, coats can be donated at hundreds of public sites around the city, as well as at private sites hosted by caring corporations and civic groups. New York Cares hopes to collect and distribute more than 80,000 coats to New Yorkers in need by New Year's Day. For a full list of collection sites, please visit [www.nycares.org](http://www.nycares.org).

New Yorkers may donate coats at the following locations from December 1-31, 2007. Please visit [www.nycares.org](http://www.nycares.org) for exact times and locations.

#### **Anytime – during each organization's operating hours:**

- Any New York City Police Precinct (24-hours a day)
- Janovic Plaza Paint and Decorating Centers
- The Pond at Bryant Park
- Time Warner Cable stores

#### **Weekdays\* from 7:30 to 9:30 AM at:**

- Grand Central Terminal (Graybar Passage)
  - New York Penn Station (LIRR and NJ Transit/Amtrak concourses)
  - New York Port Authority Bus Terminal (Main concourse, 42nd St. entrance).
  - Moishe's Moving Systems Mobile Collection (Lexington and 86<sup>th</sup> Street).
- \* *Weekend donations cannot be accepted at transportation hubs.*

#### **Weekdays 7:00 AM to 3:00 PM at**

- U.S. Coast Guard Recruiting and Service Center (Manhattan and Staten Island).

### ***Special Coat Drive Events***

- **NFL/Giants Stadium:** Both the Giants and the Jets are collecting coats this year at special collections taking place during NFL games. Fans can bring coats to the game and donate them in designated collection sites at the stadium.
  - **The New York Jets** will collect coats from their fans on December 30
  - **The Giants** held their collection on November 25
- **98.7 KISS FM Coat Drive Radiothon, Friday December 7 from 6:00 AM to Midnight at the Virgin Megastore, Union Square:** 98.7 KISS FM's KISS Cares Foundation & The Wake-Up Club will partner with New York Cares to hold their 5<sup>th</sup> annual one-day Coat Drive radiothon, broadcast live as New Yorkers drop off their new or gently used winter coats. The YMCA of Greater New York will collect coats for this drive at their 18 locations citywide that day.
- **Mets Warm-Up Holiday Coat Drive, December 12 – 13 from 8:00 AM to 6:00 PM at Shea Stadium:** Join the Mets and New York Cares for the "Mets Warm-Up" Holiday Coat Drive. Fans who donate a coat at Shea Stadium on Wednesday, December 12 or Thursday, December 13 will receive a voucher redeemable for a pair of tickets to a selected Mets home game next April.

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***About the New York Cares Coat Drive***

Presenting Sponsor **Health Plus** is a not-for-profit, multicultural organization that is one of the largest managed care organizations in New York City. Health Plus provides free and affordable healthcare for children and adults in New York City and Nassau County, and currently keeps nearly 270,000 New Yorkers healthy, happy, and strong.

The thousands of coats donated during December will be sorted, and distributed to organizations serving the homeless and other low-income individuals, at a 10,000 square foot temporary warehouse space generously donated by commercial real estate firm **Jack Resnick & Sons**. The New York Cares Coat Drive Warehouse is located at 250 Hudson Street in Hudson Square.

Other sponsors include **The New York City Police Department, The Metropolitan Transit Authority (MTA), WNBC 4/Telemundo, Time Warner Cable, Moishe's Moving Systems, UPS, 98.7 Kiss FM, and JWT**. For more information about the New York Cares Coat Drive and drop-off sites, the public can visit [www.nycares.org](http://www.nycares.org) or call (212) 402-1173.

***About New York Cares***

Founded in 1987, New York Cares enables 36,000 New Yorkers each year to serve on hands-on volunteer projects benefiting schools, social service agencies, homeless shelters, and other deserving organizations. Volunteers tutor children, feed the hungry, help adults develop job and language skills, revitalize community gardens, take homeless children on recreational outings, visit the elderly, provide coats to those who would go without, and make real differences every day in the lives of New Yorkers in need. For more information about New York Cares, visit [www.nycares.org](http://www.nycares.org).

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