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**COATS FOR KIDS SPREADS THE WARMTH BY GIVING  
OVER 28,000 COATS TO AUSTIN'S CHILDREN**

*The Junior League of Austin and Its Partners Wrap Up Another Successful Year*

**Austin, Texas, December 13, 2007** - Coats for Kids has come and gone, but the warmth generated by dedicated community partners and volunteers on Saturday is enough to last all winter long. Thousands of families lined up at the Palmer Events Center December 8 to receive the bounty of coats donated by caring citizens through the Coats for Kids drive organized by The Junior League of Austin, Jack Brown Cleaners, KVUE and KASE 101. A staggering 28,155 coats were given through school and community coat drives, and many citizens and local businesses offered additional monetary support to enable the purchase of even more new coats to add to the selection.

“Coats for Kids brings together those individuals within our community who have coats to give, with those who are in need of coats,” said Julie Ballard, 2007 Coats for Kids Chair. “The connections this program makes are amazing, and watching the children walk out of Palmer with smiles on their faces and coats on their backs is a life changing experience.”

A team of 1,200 community volunteers was on hand Saturday to help children find just the right coat. One thousand more volunteers came throughout the week leading up to the event to do the behind-the-scenes work of sorting and racking coats.

This year, The Junior League extended the coat distribution sites with a new site at Del Valle Elementary School. Over 2,000 coats were given out to students of Del Valle Independent School District. "The partnership between CFK, Del Valle ISD, and the Del Valle community was great. Del Valle's support and hard work ensured the success of our first-ever satellite coat distribution" said KaLyn Laney, President of The Junior League of Austin.

"We are so grateful to The Junior League of Austin and all of the volunteers for recognizing the needs we have here in the Del Valle community by piloting an additional distribution site for our families," said Bernard Blanchard, Superintendent of Schools Del Valle ISD. “We hope this is just the beginning of a long and successful relationship with the Coats for Kids program.”

Beginning November 19, area schools staged coat drives, many competing to collect the most coats. More than 64 schools participated this year, bringing in nearly 6,500 coats. Winners of the school coat drives and their winning categories are:

Canyon Vista Middle School	First 101 Coats
Baranoff Elementary	Most Coats Collected by an Elementary School
Canyon Vista Middle School	Most Coats Collected by a Middle School
Westwood High School	Most Coats Collected by a High School
Summit Christian Academy School	Most Coats Collected by a Private School

Schools received banners to display on their buildings, as well as an invitation to a live radio morning show remote by KASE 101 at Rudy's Country Store and BBQ on Research Blvd.

Sponsors for Coats for Kids 2007 include Henna Chevrolet, Dick Euting & Associates, Inc., Capital One, Austin Area Wal-Marts and Frito Lay Inc., BMP Radio – La Ley 98.9 and La Lupe 92.5, All My Sons Moving & Storage, Austin Community Foundation, Bank of America, BMC Software, Reagan Advertising, Christi Craddick, Clinical Pathology Laboratories, Inc., Denise and Jerry Conway/Austin Sonic Drive-Ins, Julie and Buddie Ballard, Salvation Army, Antler Mini Storage, Sam's Club, Academy Sports & Outdoors, Austin Screen Printing, CenterPoint Energy, Inc., HEB, Roadway, and the Travis County Sheriffs Officers Association.

The Junior League of Austin is responsible for all logistical and administrative duties associated with Coats for Kids, including recruiting and managing all community volunteers. Jack Brown Cleaners offers collection points across Austin, dry cleaning and storing each one to ensure they are ready for the big day. Jack Brown cleaners brought the Coats for Kids concept to Austin in 1986, and to date has cleaned more than 500,000 coats for Coats for Kids. KVUE and KASE 101 fill the critical media role, getting the word out about this event to make it the success it is today.

For more information about Coats for Kids call (512) 467-8982, ext. 231 or visit [www.jlaustin.org/coats](http://www.jlaustin.org/coats). Para Español, llama (512) 467-8982, ext. 295. For assistance with photos, including identifying volunteers or dignitaries, please contact Stephanie Trotter at (512) 940-2972.

*Coats for Kids: An annual project that collects and distributes over 30,000 warm winter coats to eligible children and teenagers in the Central Texas area. Each year, The Junior League of Austin, Jack Brown Cleaners, KASE 101 and KVUE partner to organize and facilitate the details of the project in an effort to bring the community together to ensure that our children stay warm.*

*The Junior League of Austin is an organization of over 2,000 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 over one million dollars to the Austin community and its members volunteer approximately 100,000 hours. For more information about The Junior League of Austin, call 512-467-8982, ext. 248 or visit [www.jlaustin.org](http://www.jlaustin.org).*

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