



**FOR IMMEDIATE RELEASE**  
**DECEMBER 4, 2017**

**MEDIA CONTACT:**

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**THE JUNIOR LEAGUE OF AUSTIN AND PARTNERS TO DISTRIBUTE  
MORE THAN 34,000 COATS AND INCREASES DISTRIBUTION AREA**

**ANNOUNCING THE WARM BODIES HEALTHY HEARTS COMMUNITY FAIR  
EXPANSION AND THE ADDITION OF A MOBILE COAT DRIVE**

**AUSTIN** – On Saturday, December 9, 2017, thousands of families in need will have the opportunity to find just the right warm winter coat for their children. We are celebrating the 31st Anniversary of Coats for Kids, which distributes more than 34,000 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!

“From those who give coats or donate funds to those who volunteer at Palmer Event Center, we are so appreciative to the Austin community for helping Coats for Kids ensure that no Central Texas children go without a coat this winter. For the last 31 years, we have been able to impact so many families because of that involvement and support. Coats for Kids is committed to helping keep our community's children warm for many years to come!” says 2017 Coats for Kids Chair Rachel Zander.

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. Our main distribution site is the Palmer Event Center located in downtown Austin and returning in 2017, is our second distribution site at Del Valle Elementary. New this year, we will have a separate mobile coat distribution event serving pre-registered families of the Rundberg area. This pilot run mobile site will have limited distribution through the Guerrero-Thompson Elementary School with hopes of expansion in coming years. In addition to coats, we will have an expanded Warm Bodies, Healthy Hearts Community Fair at the Palmer location that includes the distribution of books, flu shots, and dental exams along with other valuable information from our community fair participants for the families that attend. Families who make less than 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. To register as a volunteer, please visit <https://www.jlaustin.org/coats/coats-for-kids-volunteer/> for more information about involvement.

There is still time to donate towards the purchase of new coats. Donations of \$15 or more are encouraged, which is the cost of a brand new coat to help keep a child 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 season. To donate to Coats for Kids, please visit <https://www.jlaustin.org/coats/coats>.

## KEY DATES

- **Community Coat Drive:** Monday, Nov. 13 - Wednesday, Dec. 6
- **Coat Drive Competition:** Monday, Nov. 13 - Wednesday, Nov. 29
- **Volunteer Registration:** Friday, Oct. 6 - Friday, Dec. 8
- **Distribution Day:** Saturday, Dec. 9, 8:00 a.m. - 3:00 p.m.

### MAIN LOCATION

#### The Palmer Events Center

900 Barton Springs Road, Austin, TX 78704

### SECONDARY LOCATION

#### Del Valle Elementary

5400 Ross Road, Del Valle, TX 78617

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](http://www.jlaustin.org).

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