

2008 "Coats for Kids" Fact Sheet

BACKGROUND: Over 170,000 coats have been donated to the "Coats for Kids" program in the metropolitan Indianapolis area during the last twenty-two years. This is the twenty-second year that the following organizers have co-sponsored the program to help make children's winter warmer, healthier and more comfortable:

Tuchman Cleaners
WTHR-TV 13
The Salvation Army

Bob Gregory, WTHR-TV Channel 13, is the honorary chairman for Coats for Kids.

OUR GOAL: Our goal for 2008 is to collect 10,000 new or seldom-worn winter coats and snowsuits. All donations are greatly appreciated, but the most urgent need is for coats, which will fit infants, toddlers and young children.

DONATIONS: Coats will be collected at all Tuchman Cleaners' locations from September 2nd through October 6th. The donated coats will be cleaned by Tuchman - free of charge- during this time.

COAT DRIVE: A special collection is also planned for Sunday, September 21st. Volunteers will collect coats outside the Lucas Oil Stadium prior to the Indianapolis Colts / Jacksonville Jaguars football game.

DISTRIBUTION: Distribution is coordinated by the Salvation Army and is scheduled for Saturday, October 11th from 8:00AM to 4:00PM in the Northwest Pavilion at the Indiana State Fairgrounds.

Each child receiving a coat must be accompanied by an adult to make sure the coat they choose will fit properly. Each child will be allowed one coat.

RECOGNITION: Over the past twenty-two years, the "Coats for Kids" program has received several awards for its outstanding contributions to the children of Central Indiana. Just a brief mention of awards received are the Arthur W. Page Mid-America Award for Excellence in Corporate Communications. This award was established by Ameritech to recognize outstanding communication achievements in a five-state area.

The "Coat's for Kids" program also received a CASPER (Community Appreciation for Public Enlightenment and Relations) award from the United Way/Community Service Council.

Coats for Kids

To: All Tuchman Personnel
From: Jim Dunn
Subj.: Coats for Kids - 2008 Campaign

It is once again time for our annual Coats for Kids campaign to begin! Each year, as many of you are aware, Tuchman Cleaners collects and cleans winter coats donated by area residents for distribution to needy children throughout Central Indiana.

From September 2nd until October 6th, all Tuchman stores will be accepting coats. The coats must be cleaned **DAILY** and sent to the Main Plant with your shuttle drivers for distribution to the Salvation Army. The Salvation Army is scheduled to pick up clean coats from the Main Plant on a daily basis.

Attached, you will find a copy of basic information on the program. Each store was instructed at the end of last year's campaign, to retain the following items:

1. **A BARREL FOR COAT DONATIONS**
(No other materials (poly, trash, hangers, etc.) should be placed in these barrels. These are for COATS ONLY)
2. **BARREL WRAPS** to be placed around your barrel.

SHOULD YOUR STORE NOT HAVE THESE ITEMS FOR SOME REASON, CONTACT YOUR DISTRICT MANAGER IMMEDIATELY.

Inquiries from person concerning the coat distribution should be directed to the Salvation Army (937-7000).

If you have any questions pertaining to our Coats for Kids program, please contact your District Manager Immediately.

Thank you, everyone, for your assistance and participation in this endeavor. Your extra efforts are truly appreciated - especially by the children who will be wearing these coats this coming winter.

<<Back



Coats for Kids



**Bob Gregory's Coats for Kids:
 Helping to keep children warm in the
 winter**



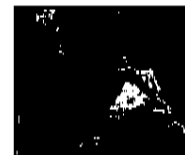
The 22nd annual **Bob Gregory's Coats for Kids** campaign kicks off on Labor Day. WTHR Channel 13 will again join forces with Tuchman Cleaners and the Salvation Army to collect new or gently-used coats for children in need. You can drop off winter coats at any of the 23 Tuchman Cleaners

locations throughout the Greater Indianapolis area through October 6th. We need heavy winter coats of all sizes - coats for little babies and all the way through the teen years. If you would like to make a monetary donation to Coats for Kids, click here.

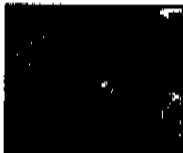
And we're excited once again to have the Indianapolis Colts join our campaign. The Colts will hold a special **Coats for Kids collection on Sunday, September 21st at the main gates of the new Lucas Oil Stadium** right before they take on the Jacksonville Jaguars. WTHR personalities and volunteers from Tuchman Cleaners and the Salvation Army will be there to accept coat and cash donations.

Tuchman Cleaners will clean all of the gently-used coats and the Salvation Army will transport them to the Indiana State Fairgrounds, where they will sort and prepare them to give to children in need.

This year, the **Coats for Kids** distribution will take place on **Saturday, October 11th from 8 a.m. until 4 p.m. in the Northwest Pavillion at the Indiana State Fairgrounds**. It's free and open to the public. Any child who needs a coat will receive one that day. There is only one requirement: an adult must accompany all children and there is a limit of one coat per child. Bilingual (Spanish) volunteers will also be on site to assist non-English speaking families.



Bob Gregory, Weather Director Emeritus for WTHR Channel 13 and **Coats for Kids** spokesman, says "This campaign could not take place without the incredible support of our community. Channel 13 and our partners, Tuchman Cleaners and the Salvation Army, are committed to this project and look forward to helping children in need each year." In 2007, **Coats for Kids** gave away more than 8,000 coats to children in Central Indiana.



Coats for Kids needs volunteers to help with the sorting and distributing process. If you, your family, organization, church, or school would like to help, sign up online at the Salvation Army website, <http://www.salvationarmyindiana.org>, or call the Salvation Army Volunteer Coordinator at (317) 224-1010.

For more information on the Bob Gregory's Coats for Kids campaign, please contact Angela Cain, WTHR Community Affairs Director at (317) 655-5620 or acain@wthr.com



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