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ST. VINCENT DE PAUL AND WLWT CHANNEL 5 KICK-OFF THE 8TH ANNUAL 5 CARES COAT DRIVE

Goal is to Collect 4,000 Winter Coats For Local Neighbors in Need

CINCINNATI, OH – October 13, 2008 – The Society of St. Vincent de Paul and WLWT Channel 5 announce the kick-off of their 8th annual **5 Cares Coat Drive** on Tuesday, October 21, 2008 at Gold Star Chili, 5420 Ridge Road, Cincinnati, Ohio 45213 (near intersection of Ridge and Highland Avenue).

St. Vincent de Paul supplies coats to its own clients, as well as to other agencies that also work directly with those in need. The 5 Cares Coat Drive relies on the generosity of the Greater Cincinnati community for the donation of new and gently-used coats towards its goal of 4,000 coats. Coats can be donated at a number of drop-off locations throughout Greater Cincinnati, including participating fire departments and participating Gold Star Chili locations.

“The cost of a winter coat can be an insurmountable expense for families living paycheck to paycheck. Many of those we serve rely on public transportation, making the need for warm winter wear even more pressing. With the generosity of area residents, together we can continue to care for people in need,” noted Liz Carter, Executive Director, St. Vincent de Paul.

“WLWT helped to create this annual coat drive with St. Vincent de Paul and continues to support the organization throughout the year. Serving people in need right here in our own community is something our entire station rallies behind,” said Richard Dyer, General Manager of WLWT Channel 5.

This project is made possible by firefighters and others who collect the

coats, volunteers who transport, sort and distribute the coats, and of course, the community who generously donate the coats.

Participating fire departments serving as drop off points include Anderson Township, Colerain Township, Whitewater Township, Sharonville, Harrison, Hamilton, Forest Park, Loveland, Milford, Blue Ash, Green Township, Springdale, Mt. Healthy, Deerfield Township, Montgomery and Mason. In Northern Kentucky, participating fire departments include Florence, Hebron, Alexandria, Newport, Ft. Thomas, Ft. Mitchell and Covington. For a complete list of fire departments and locations as well as participating Gold Star Chili locations, go to www.wlwt.com or www.svdpcincinnati.org. In addition to collection site partners, this year's coat drive sponsors include City Dash who will provide pick-up and delivery service and. The 5 Cares Coat Drive will continue through Tuesday, December 2, 2008.

For more information about donating or helping with the drive, please call St. Vincent de Paul at 513-562-8841, ext. #226, or to learn how to receive a coat, call 513-421-0602.

About St. Vincent de Paul

The Society of St. Vincent de Paul (SVDP) has been helping Greater Cincinnati and Hamilton County residents in need with the basic necessities of life for nearly 140 years. The organization works personally with those in need, regardless of race or creed, to bridge the spiritual, emotional and financial gaps in their lives through home visits provided by neighborhood-based volunteer groups, and groundbreaking initiatives like the Charitable Pharmacy. The Society of St. Vincent de Paul continues to be a leading community service organization, recently recognized by The CincinnatiUSA Regional Chamber of Commerce as Non-Profit of the Year. For more information, go to www.SVDPcincinnati.org.