



**FOR IMMEDIATE RELEASE**

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## **ST. VINCENT DE PAUL, 5 CARES COAT DRIVE COLLECTING COATS FOR NEIGHBORS IN NEED**

*Metro Lends Support As Drive's Newest Partner*

**CINCINNATI, OH – October 22, 2007** – The Society of St. Vincent de Paul and WLWT Channel 5 are conducting the 7<sup>th</sup> annual **5 Cares Coat Drive** Monday, October 22 through December 7, 2007. Greater Cincinnati residents are being asked to donate new or gently-used coats by taking them to participating fire departments, participating Gold Star Chili, Garden Ridge, Good Samaritan Hospital and Northern Kentucky Domino's Pizza locations – with the goal of collecting a total of 4,000 coats. St. Vincent de Paul will distribute the coats to those in need locally throughout the fall. With the support of the coat drive's newest partner, Metro, a public transit service of Southwest Ohio Regional Transit Authority (SORTA), warming stations will be available at the coat giveaways.

City Dash will again support the effort by providing pick-up and delivery service. "With the generous support of residents and our corporate partners, we hope to collect more than 4,000 coats to help our neighbors in need stay warm this winter," said Liz Carter, executive director of St. Vincent de Paul.

In 2006, 4,386 coats were donated by the community to the 5 Cares Coat Drive - many of them brand new. As in past years, St. Vincent de Paul will supply coats to its own clients, as well as to other agencies that also work directly with those in need. There continues to be a greater need for children's coats.

"At our coat distributions, children sometimes arrive in coats that are heavily worn or several sizes too small or large. Sometimes they are wearing only a sweatshirt for a -

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coat. It is heartbreaking to have to turn them away because of the shortage of children's coats, so we are appealing to the community to donate gently used children's coats, especially," Carter said.

"WLWT helped to create this annual coat drive with St. Vincent de Paul and continues to support the organization in any way possible. Serving people in need right -here in our own community is a value our entire station rallies behind," said Richard Dyer, general manager of WLWT Channel 5.

This project is made possible by the firefighters and others who collect the coats, volunteers who transport, sort and distribute the coats, and of course, the generosity of area residents.

Participating fire departments include Anderson, Colerain, Deerfield, Green, Whitewater and Springfield Townships, Harrison, Hamilton, Forest Park, Milford, Blue Ash, Montgomery, Sharonville, Springdale, Fairfax-Madison Place, Loveland, Mariemont, Mt. Healthy, Mason and Little Miami. In Northern Kentucky, the Florence, Hebron, Alexandria, Newport, Ft. Thomas and Covington Fire Departments will accept donated coats.

A complete list of all participating coat collection sites is available on the WLWT Channel 5 web site at [www.wlwt.com](http://www.wlwt.com) and on the St. Vincent de Paul web site at [www.svdpcincinnati.org](http://www.svdpcincinnati.org). 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 421-0602.

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**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](http://www.svdpcincinnati.org).

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