



## **FOR IMMEDIATE RELEASE**

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### **ST. VINCENT DE PAUL AND WLWT CHANNEL 5 ANNOUNCE 5 CARES COAT DRIVE RESULTS: 5,124 COATS COLLECTED, EXCEEDING GOAL FOR LOCAL NEIGHBORS IN NEED**

CINCINNATI, OH – December 11, 2009 – The Society of St. Vincent de Paul and WLWT Channel 5 collected 5,124 new and gently-used coats during the 9<sup>th</sup> annual *5 Cares Coat Drive* between October 19 and December 4, 2009, with the help of partners Gold Star Chili, City Dash, local fire departments and Starr Printing Services, Inc. This year's total collection surpassed the goal by over 25%.

St. Vincent de Paul supplies coats to its own clients, as well as to other agencies that also work directly with those in need. "Thanks to the generous community support and our corporate partners, we are able to provide coats, to help our neighbors and their children stay warm this winter," said Liz Carter, Executive Director of St. Vincent de Paul. "There was this little girl at one of the coat distributions, with the most infectious smile and giggle. She found a shiny purple coat with fur on the collar. When I complimented her, she said she loved it because her mom's coat is shiny and purple. How blessed we are that we were able to make that happen for her, and other children like her."

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

For more information about donating or getting involved, please call St. Vincent de Paul at 513-562-8841, ext. #225, or visit [www.svdpcincinnati.org](http://www.svdpcincinnati.org).

**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 140 years. The organization works personally with those in need, regardless of race or creed, to bridge the spiritual, emotional and material 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 Better Business Bureau (BBB) as a Torch Award for Marketplace Ethics winner and 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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