

MEDIA RELEASE

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Auto Dealers CARing for Kids Foundation Prepares to Distribute it's 500,000th New Coat this October

--New Coat Program spearheaded by local auto dealers hits major milestone--

EAST NORRITON, Pa., September 30, 2021 – The Auto Dealers CARing for Kids Foundation's New Coat Program will hit a major milestone this fall—the distribution of its 500,000th brand-new winter coat to an area child in need.

“Our program has grown to more than we ever imagined,” said Kevin Mazzucola, executive director of the Auto Dealers CARing for Kids Foundation. “We started this effort 14 years ago when we learned about the need for this everyday item. The thought of a child being cold on their way to school or shivering at recess struck us. During our first year, our fundraising efforts allowed us to distribute about 18,000 brand-new coats. This month, we will distribute more than 42,000, which will bring our grand total of new coats given to 516,444. That’s equivalent to about \$8 million in coats.”

A new winter coat is one of the most requested items via area social services agencies. All of the new coats generated through this effort are distributed through a network of more than 250 local social services agencies, YMCAs, homeless shelters, school districts and more.

“Our fantastic coat distribution partners ensure that the new coats land exactly where they need to,” said Mary Lynn Alvarino, director of operations for the Auto Dealers CARing for Kids Foundation. “This has turned into a full-blown community initiative. We have 177 area dealers fundraising for something so essential to kids in our communities and our community partners doing their very best to get them into the hands of those who need them most. It’s really a concerted team effort and awe inspiring.”

The Auto Dealers CARing for Kids Foundation has remained committed to this cause for the last 14 years because sadly, 175,000 children in the five-county area of Philadelphia are living in poverty.

“Families today have so many worries and we don’t want warmth to be one of them,” added Mazzucola.

To support the Auto Dealers CARing for Kids Foundation's New Coat Program text “Coat” to 44321 or visit MoreThanAutoDealers.com.

About the Auto Dealers Caring for Kids Foundation

The Auto Dealers Caring for Kids Foundation is the philanthropic arm of the Auto Dealers Association of Greater Philadelphia and the Philadelphia Auto Show. Established in 2003, the Foundation, a 501(c)(3) public charity, aims to enhance and enrich the lives of children and youth in the five-county Philadelphia area through its signature programs; the Black Tie Tailgate, Greater Philadelphia Auto Technology Competition and New Coat Program. To date, it has contributed more than \$16 million in support of its mission. Visit MoreThanAutoDealers.com for additional details.

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