

Auto Dealers CARing for Kids Foundation

MEDIA RELEASE

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Auto Dealers CARing for Kids Foundation To Distribute A Record 58,800 Brand-New Winter Coats To Philadelphia-Area Children This Fall --Approximately 180 local auto dealers team up for 15th Annual New Coat Program--

EAST NORRITON, Pa., September 1, 2022 – The Auto Dealers CARing for Kids Foundation’s New Coat Program is distributing a record 58,800 brand-new winter coats to area children this fall. The total amount of new coats provided through this one-of-a-kind initiative now exceeds 575,000, which is equivalent to \$8.9 million in new coats. Approximately 180 local auto dealers are participating in the region-wide effort that aims to spread warmth and joy to some of the area’s neediest families.

With one in six Philadelphia-area children living in poverty, a new winter coat is one of the most requested items via local social services agencies. All of the new coats generated through this program are distributed through a network of more than 250 nearby social services agencies, YMCAs, homeless shelters, school districts and more.

“Our coats are new, but our program is old (for lack of a better word),” said Kevin Mazzucola. “Our dealers have been doing this for fifteen years and the commitment and desire to do more has never been stronger. This program not only provides a much-needed physical item, but it also provides a sense of community, support, encouragement and more. All things that are paramount to a child’s overall well-being. Our tagline is “More Coats, More Smiles” and we firmly believe in that. Hence, why we are 15 years in and not stopping anytime soon.”

The Auto Dealers CARing for Kids Foundation’s New Coat Program began in 2008. To support the effort, interested parties can 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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