

# Auto Dealers CARing for Kids Foundation

## MEDIA RELEASE

**CONTACT:** Andrea Simpson  
Auto Dealers Association of Greater Philadelphia  
610.279.5229 or [andrea@adagp.com](mailto:andrea@adagp.com)

### ***Auto Dealers CARing for Kids Foundation Continues To Spread Warmth To Local Kids Through Annual New Coat Program***

*-More than 50,000 brand-new winter coats will be distributed to area kids in need in Bucks, Chester, Delaware, Montgomery and Philadelphia Counties this October-*

**EAST NORRITON, Pa., October 5, 2023** – The Auto Dealers CARing for Kids Foundation is proud to kick off its 16th Annual New Coat Program this month. More than 50,000 brand-new winter coats will be distributed to needy children in Bucks, Chester, Delaware, Montgomery and Philadelphia Counties through this effort. The Foundation has been organizing this community-wide initiative since 2008 and approximately 625,000 brand-new winter coats have been gifted as a result.

Nearly 180 local auto dealers located throughout the five-county region of Greater Philadelphia are teaming up for this year's New Coat Program. With one in six Philadelphia-area children living in poverty and approximately 38% of households in the region struggling to make ends meet, the need for this essential item is at an all-time high. A new winter coat remains one of the most requested items via local social services agencies. All the new coats generated through this program are distributed through a network of more than 300 nearby social services agencies, YMCAs, homeless shelters, school districts and more. This distribution process ensures that the coats get onto the backs of the children who need them most.

To help the Auto Dealers CARing for Kids Foundation keep giving more coats and more smiles, text "Coat" to 44321 or visit [MoreThanAutoDealers.com](http://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 \$18 million in support of its mission. Visit [MoreThanAutoDealers.com](http://MoreThanAutoDealers.com) for additional details.

###



**MoreThanAutoDealers.com**  
EDUCATING | GIVING | CONNECTING