



Boise Rescue Mission Ministries
Lighthouse Rescue Mission
City Light Women and Children's Home
River of Life Rescue Mission

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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BURLINGTON COAT FACTORY, ONE WARM COAT AND *GOOD MORNING AMERICA* PARTNER TO PROVIDE WARM COATS TO PEOPLE IN NEED

Second Annual Warm Coats & Warm Hearts Drive Reaches the Treasure Valley!

Once again, Burlington Coat Factory, the retail authority in coats, One Warm Coat, a national nonprofit organization that assists in the donation of free coats, and ABC's *Good Morning America* are joining forces to bring warmth to the needy in the greater Treasure Valley area. The *Second Annual Warm Hearts & Warm Coats Drive* officially kicks off November 24, 2008 and runs through January 16, 2009. Coats collected will be distributed free of charge to children and adults in local communities.

In the Treasure Valley, the coats will be distributed to the needy by Boise Rescue Mission Ministries, who are excited to receive warm coats for the men, women and kids they serve. "Boise, Idaho is not the place to be without a good winter coat, especially not for those who will be outside on the streets," said Reverend Bill Roscoe, Executive Director of the Mission. "It's a wonderful thing when the people of this community help out their neighbors by donating warm coats and winter clothes."

Anyone wishing to donate coats for men, women, or children can do so in the drop-off box located in the Burlington Coat Factory store at 7201 W. Fairview Ave., Boise. Coats should be in good condition, with working fasteners, and no rips or stains. Donors will receive a receipt for tax purposes.

"Our goal is to ensure that people in need in the local communities in which we have stores will have warm coats this winter. We, along with our partners, are committed to sharing the warmth with the less fortunate during the cold winter months," said Audrey Shapiro. "We salute One Warm Coat for its dedication to those in need and *Good*

Morning America for its powerful media presence. We are proud to be working alongside them.”

“Donating one warm coat is a simple and doable way to show those in need that you care,” said Sherri Wood, President of One Warm Coat, “and the generosity of Burlington Coat Factory and *Good Morning America* is making the process easy for volunteers to do just that. We and the people we serve are grateful.”

The 2007 *Warm Coats & Warm Hearts Drive* resulted in the collection of more than 175,000 coats for people in need across the country.

For more information or to find a list of Burlington Coat Factory stores, visit www.BurlingtonCoatFactory.com.

About Burlington Coat Factory

Burlington Coat Factory, the retail authority in coats, offers a broad selection of branded quality merchandise at everyday low prices across many product categories, including ladies’ sportswear, menswear, family footwear, children’s clothing, baby furniture and accessories, home décor and gifts, along with the largest selection of coats for the entire family in the nation. The updated Burlington Coat Factory, founded in 1972, has expanded from a single store selling coats to a multi-department retail chain with 406 stores in 44 states and Puerto Rico, predominantly under the "Burlington Coat Factory" name. Bain Capital purchased Burlington Coat Factory in 2006. Additional information can be found at www.BurlingtonCoatFactory.com.

About One Warm Coat

One Warm Coat is a national nonprofit organization that assists in the donation of coats. OWC helps individuals, groups, companies and organizations across the country collect coats and deliver them to local agencies that distribute them free, to people in need.

The organization’s mission is to ensure that anyone who needs a coat has one. Providing this simple, yet vital, need helps people live productive lives year round. Since inception, more than 750,000 coats have been collected and distributed through One Warm Coat activities.

For more information about One Warm Coat, visit: www.onewarmcoat.org/

For more information about sponsorship opportunities, visit: www.onewarmcoat.org/sponsoropportunities2.html

About Good Morning America

ABC News' *Good Morning America* is anchored by Diane Sawyer and Robin Roberts. Chris Cuomo is the news anchor and Sam Champion is the weather anchor. The morning news program airs live from 7:00 to 9:00am EST on the ABC Television Network. Jim Murphy is the Senior Executive Producer and Tom Cibrowski is the Executive Producer of ABC News' *Good Morning America*.

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