



SOCIETY OF ST. VINCENT DE PAUL OF SEATTLE/KING COUNTY

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“Compassion in Action”

Help Neighbors in Need
Care for our Planet

MEDIA ADVISORY

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St. Vincent de Paul Partners with Aeropostale (Aero) and One Warm Coat to Provide 500 New Coats to Needy Teens on Make a Difference Day, Sat., Oct. 24

(SEATTLE) ..St. Vincent de Paul Society of Seattle King County will be distributing 500 coats to needy teens on Saturday, October 24, beginning at 2pm as part of Make a Difference Day. Teen retailer Aeropostale (Aero) has sent 1000 coats to St. Vincent de Paul with another 4500 coats to come in a few weeks. Aeropostale www.aeropostale.com is currently distributing 100,000 coats over the next few weeks to help needy teens around the country. One Warm Coat www.onewarmcoat.com, a national non profit organization, is helping to coordinate the nationwide distribution to local charities. St. Vincent de Paul has identified teens from needy households who have been issued special coupons redeemable for a coat. Saturday’s distribution will take place at St. Vincent de Paul Food & Clothing Bank, 5972 4th Ave. S., Seattle from 2pm-5pm.

“We are excited that a national clothing retailer, a nationwide non profit and a local charity are partnering together to help needy teens get a new warm jacket for winter. Truly this is a most appropriate way to celebrate Make a Difference Day,” says Andre de Klaver, Executive Director of the St. Vincent de Paul Society of Seattle/King County.

Millions of Americans across the country are expected to spend Saturday, Oct. 24 Make a Difference Day - doing volunteer projects to improve their communities and help neighbors in need. The day is the largest community service effort in the nation, rallying corporations, government leaders, charitable organizations and everyday Americans into action on one day. Make a Difference Day is on the 4th Saturday of October.

About St. Vincent de Paul Society of Seattle/King Co.

St. Vincent de Paul fosters “Compassion in Action” for our neighbors in need in Seattle/King Co. The Catholic lay-run charity is known for its home visits to the poor, community thrift stores, and food and meal programs which provide more than 1 million meals annually. In addition St. Vincent de Paul has case management outreach to homeless people and ex-offenders in the Central District of Seattle. More than 83,000 hours of volunteer service annually are given by generous people in our community.

About Aeropostale

Aeropostale is a retailer that sells casual clothing with over 900 stores in the United States, Canada, the Dominican Republic, Puerto Rico, Peru, and the United Arab Emirates. Their stores tend to be located in shopping malls and large marketing areas. Aeropostale sells fashion apparel including shirts, jeans, bras and thongs, accessories, fleece, etc. Their clothing is targeted at teenagers and young adults and typically sold at prices under \$50.

About One Warm Coat

One Warm Coat’s mission is to provide any person in need with a warm coat, free of charge. Providing this simple yet vital need helps people live productive lives year round. They partner with local charities around the country and encourage people locally have coat drives for the needy.