

Auto Dealers CARing for Kids Foundation

MEDIA RELEASE

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Despite the Pandemic, Auto Dealers Caring for Kids Foundation Continues its Driving Away the Cold New Coat Program

--53,928 new winter coats will be distributed to area kids in need this October--

EAST NORRITON, Pa., September 28, 2020 – The Auto Dealers Caring for Kids Foundation announces the continuation of its annual Driving Away the Cold new coat program, which will purchase and distribute a record 53,928 new coats to area kids in need.

“I am incredibly proud of our dealer members; they are the driving force behind this entire effort,” said Ian Jeffery, president of the Auto Dealers Caring for Kids Foundation. “Like so many other small businesses, our dealers really struggled this past Spring and early summer. However, despite those struggles, they still found a way to give. It is because of that giving that we can keep putting brand-new winter coats on the backs of area children who do not have them. It is our largest effort to date and without a question, our most important one given today’s world. The need has never been greater.”

One in six children in the Greater Philadelphia region lives in poverty and a warm winter coat is one of the essential items they often live without. The 171 dealer participants of this program are committed to changing that. They annually conduct a pledge program to help raise funds to purchase brand-new winter coats. The Auto Dealers Association of Greater Philadelphia also plays a part by donating a portion from every Philadelphia Auto Show ticket sold to its Auto Dealers Caring for Kids Foundation in support of the effort. The coats are then distributed via 150+ social services agencies, YMCAs, school districts, shelters, etc. in the area.

This year’s contribution to the effort brings the program’s total number of coats given to 473,000 since 2008. Members of the public are invited to fund a new coat for a local child in need by texting COAT to 44321 or visiting 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, supports worthwhile child-related initiatives throughout the Greater Philadelphia five-county region including its signature programs; the Black Tie Tailgate, Greater Philadelphia Automotive Technology Competition and Driving Away the Cold. To date, it has donated more than \$15.1 million to area children’s charities, organizations and more. Visit MoreThanAutoDealers.com for additional details.

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