

Auto Dealers CARing for Kids Foundation

MEDIA RELEASE

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Auto Dealers CARing for Kids Foundation To Drive Away the Cold for 50,000 Area Kids

-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 13, 2024 – The Auto Dealers CARing for Kids Foundation is proud to kick off its 17th Annual Driving Away the Cold 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 675,000 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 program. With one in six Philadelphia-area children living in poverty, 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 250 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.

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 Driving Away the Cold New Coat Program. To date, it has contributed nearly \$20 million to local efforts and institutions in support of its mission. Visit MoreThanAutoDealers.com for additional details.

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