

COATS FOR KIDS

Anton's Cleaners asks businesses to help collect kid-size winter-wear

While the economy may be improving, it is not fast enough for the countless families who need warm coats for the upcoming winter. This is why Anton's Cleaners is once again calling upon local businesses to help make winter a little warmer for children, teens and adults in need throughout eastern Massachusetts and southern New Hampshire.

Anton's operates a location in Winchester.

Anton's has just kicked off its 15th annual Coats for Kids winter coat drive with a goal of collecting 60,000 coats in good, wearable condition before Jan. 9, 2010. But to reach that goal, local businesses — large and small — are urged to join the collection effort as Corporate Partners.

"A major part of the success of Coats for Kids is the involvement of the local companies that have helped in this mission," said Charles A. Anton, president of Anton's Cleaners. "Since Coats for Kids began, our Corporate Partners have played an important role in helping us collect over half-million coats. And this year we need their support more than ever."

In its first 14 years, Coats for Kids saw more than 550,000 coats donated, cleaned, and distributed, representing \$6.5 million in donated cleaning costs. Last year alone, nearly 65,000 coats were collected with a large number of those coming in through the Corporate

Partners program.

As Corporate Partners, participating organizations collect good quality, warm winter coats at their facilities and then bring them to any of Anton's Cleaners' 44 locations or one of the four Jordan's Furniture stores. Participating companies receive posters and other marketing materials to promote the drive within their companies and are listed in all Coats for Kids marketing and promotional materials.

FOX25, Jordan's Furniture and KISS-108 & JAM'N-94.5 are providing promotional support for Coats for Kids. Supporting Partners for Coats for Kids include Graham Communications and Package Supply Corporation.

Once collected and cleaned, coats will be distributed through the Coats for Kids Distribution Partners network, which includes organizations such as Massachusetts Community Action Programs (MASSCAP), Salvation Army, Cradles to Crayons, Middlesex Human Service Agency, BUMC: Outreach Van Project, Lowell Wish Project, Community Giving Tree, Mental Health Association of Greater Lowell, Strafford County Community Action, Catholic Charities, Dorchester House MSC, Massachusetts Coalition for the Homeless, Carolina Hill Shelter, Taunton State Hospital, South Shore Day Care Services, Codman Square Health Center, Chil-

dren's Services of Roxbury and Harbour House Family Shelter, to name just a few.

Anton's Cleaners, a family-owned business with 44 stores in eastern Massachusetts and southern New Hampshire, including a location in Winchester, was recently honored with the Massachusetts Family Business Award.

Become a 'Corporate Partner'

Web site antons.com/cfk
Coats for Kids hotline
800-659-0069

