

October 18, 2004

## **Koats for Kids Program Suits Up for Winter United Way's annual winter outerwear drive underway**

United Way's annual [Koats for Kids](#) drive to collect winter outerwear for children in Winnipeg is underway. Between now and the end of January 2005, Winnipeggers are encouraged to donate gently-used coats, snowsuits, jackets, ski pants, toques and mittens for children under the age of 12.

"[Koats for Kids](#) has benefits for both the child and the child's family," says Linda Brazier, Director of Community Investment at United Way of Winnipeg. "Children are not only kept warm with proper outerwear, but their self-esteem and confidence increases when they have clothing that helps them 'fit in' with their peers. Families who are struggling financially get help in meeting the basic needs of their children through [Koats for Kids](#)."

Coats can be dropped off at any Winnipeg Perth's location and at Winnipeg Fire Paramedic Service stations. They are collected by UPS, sorted at a central United Way warehouse, cleaned by Perth's, and sent to daycare centres, schools, community organizations and United Way agencies to be distributed to the children who need them.

Many schools, community organizations, businesses and agencies also support the [Koats for Kids](#) program by holding their own mini [Koats for Kids](#) collection drives.

Thanks to community support, United Way's [Koats for Kids](#) partners have distributed more than 80,000 items of warm winter outerwear to Winnipeg youngsters over the years.

The program is the result of a longstanding partnership that includes United Way of Winnipeg, Perth's Services Ltd., United Parcel Service, The Winnipeg Sun, CTV, and the Winnipeg Fire Paramedic Service. United Way is pleased to welcome 1290 am radio to the [Koats for Kids](#) collective this year.

**For more information about the [Koats for Kids](#) program, please call 586-KOAT.**

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