



## MEDIA RELEASE

CONTACT: Andrea Simpson  
610.279.5229  
andrea@adagp.com

### **180 Local Auto Dealers to Distribute 50,000 New Winter Coats to Area Children in Need This Month** *--10<sup>th</sup> annual Driving Away the Cold program is largest effort to date--*

**East Norriton, Pa., Oct. 2, 2017** – The Auto Dealers CARing for Kids Foundation is distributing a record 50,000 brand new winter coats to area children in need this month. The effort is part of the tenth annual Driving Away the Cold program, which involves 180 local auto dealers teaming up to improve the lives of children living in the five-county region of Philadelphia.

Driving Away the Cold began in 2008 after the members of the Auto Dealers CARing for Kids Foundation learned that one in six children in the five-county area of Philadelphia lives in poverty. By federal standards, poverty is defined as a family of four living on an annual income below \$24,650. A new winter coat is one of the essential items these children often live without.

“By providing these children with the simple ‘gift’ of a new winter coat, it helps them get to school every day for learning and, in some cases, the only two hot meals they have that day,” said Donald Franks of JL Freed Honda and president of the Auto Dealers CARing for Kids Foundation. “A winter coat is something that ALL kids deserve. Driving Away the Cold is our way of making life a little bit better one child at a time.”

The 180 Driving Away the Cold Dealer Participants annually conduct a pledge program to help raise funds to purchase these brand-new winter coats. The Philadelphia Auto Show also plays a part by donating \$2.00 from every show ticket sold to the Auto Dealers CARing for Kids Foundation in support of the effort. The pledged coats are then distributed through 108 social services agencies in the area, including 29 regional YMCA branches.

This year’s contribution to the effort brings the program’s total number of coats given to approximately 315,000 since 2008. Members of the public are invited to help the Auto Dealers CARing for Kids Foundation do more. Interested parties can visit [MoreThanAutoDealers.com](http://MoreThanAutoDealers.com) for details.

Special note – Members of the public are not able to obtain a coat at this event.

#### **About the Auto Dealers CARing for Kids Foundation**

The Auto Dealers CARing for Kids Foundation is the philanthropic arm of the Automobile 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, Tech Comp and Driving Away the Cold. Its mission is to enhance and enrich the lives of children and youth in the communities in which its dealer members work and live. For more information, please visit [MoreThanAutoDealers.com](http://MoreThanAutoDealers.com).

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