



MEDIA RELEASE

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Auto Dealers Caring for Kids Foundation To Distribute 52,700 Brand-New Winter Coats To Area Children In Need This Month

--170 local auto dealers team up for 12th Annual Driving Away the Cold Effort--

EAST NORRITON, Pa., October 1, 2019 – The Auto Dealers Caring for Kids Foundation, the philanthropic arm of the Philadelphia Auto Show, announces that it will distribute a record 52,700 brand-new winter coats this month through its 12th Annual Driving Away the Cold Program. The effort involves 170 local auto dealers teaming up to provide brand-new winter coats to area children who need them most.

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 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 that are then distributed via 220 social services agencies, school districts, churches, shelters, etc. in the area, including 29 regional YMCA branches. The Auto Dealers Association of Greater Philadelphia also plays a part by donating \$2.00 from every Philadelphia Auto Show ticket sold to its Auto Dealers Caring for Kids Foundation in support of the effort.

“There is nothing like giving a brand-new winter coat to a child that’s never had one. That feeling really stays with you,” said David Kelleher of David Dodge Chrysler Jeep Ram and president of the Auto Dealers Caring for Kids Foundation. “To think that when we started this effort in 2008, we distributed about 18,000 new coats. Fast forward to now and we are about to give away triple that amount. The growth in our giving is really a testament to who we are and the importance of what we are doing here. This simple gift relieves a small financial burden for parents or caregivers and supercharges the child’s self-esteem. Hats off to everyone involved in the effort thus far.”

This year’s contribution to the effort brings the program’s total number of coats given to 419,700 since 2008. Members of the public are invited to help the Auto Dealers Caring for Kids Foundation in its efforts to keep area children warm this winter. For more information, please 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, 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 \$13.7 million to area children’s charities, organizations and more. Visit MoreThanAutoDealers.com for additional details.

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