



PRESS RELEASE

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BURLINGTON COAT FACTORY, ONE WARM COAT & ABC'S *GOOD MORNING AMERICA* TO CELEBRATE SIXTH ANNUAL COAT DRIVE

Help Spread Warmth with the Warm Coats and Warm Hearts Coat Drive

BURLINGTON, NJ – October 30, 2012 – Burlington Coat Factory, a national retail chain offering designer merchandise at everyday low prices, will kick off its sixth annual *Warm Coats and Warm Hearts Coat Drive* on Thursday November 1, 2012. The drive benefits One Warm Coat, a national non-profit organization dedicated to providing coats to those in need. To date, over one million coats have been distributed through the program.

The program invites shoppers to “Give a Coat and Share the Warmth” by donating gently-worn coats at drop boxes at Burlington locations nationwide. Coats should be in good condition, with working closures and no rips or stains. As a thank you, those who donate will receive 10 percent off their entire purchase at Burlington through January 21, 2013.

“Burlington is committed to the communities in which it serves, and the *Warm Coats and Warm Hearts Coat Drive* enables us to give back to local organizations across the entire nation,” said Thomas Kingsbury, president and chief executive officer of Burlington Coat Factory. “We feel strongly about being able to spread the warmth in the cold winter months and have been successful in doing so by collecting coats and distributing them locally in communities surrounding our stores.”

ABC’s Emmy Award-winning news program, *Good Morning America*, will be helping to promote the program via an on-air coat drive kicking off in mid-November. The effort will help remind its millions of viewers about the ongoing need for coats all across the country, and demonstrate how people can help each and every day. Customers who participate in the coat drive can tweet a picture of themselves donating a coat including #WarmCoats for the chance to appear on *Good Morning America*.

“We are proud to be partnering with Burlington Coat Factory and One Warm Coat for the sixth year of this truly inspiring effort. We are committed to helping people across the nation give to those in need through the donation of coats during the crucial winter season,” said Tom Cibrowski, senior executive producer, *Good Morning America*.

For those who do not have a coat to donate, here are some additional ways to get involved:

- Text “COAT” to 80100 to donate funds to One Warm Coat to help fund coats for kids in need. Show that you made a donation at any Burlington and receive 10% off your entire purchase;
- Any customer who purchases a Coca-Cola product and joins My Coke Rewards, will be able to donate their points to One Warm Coat to help fund coats for kids in need;



- Check-in on Foursquare at any Burlington location and for every unlocked special Burlington will donate one new coat, up to 5,000, to someone in need;
- Take the coat drive pledge on Pinterest by creating a ‘What Keeps Me Warm’ Board which must include at least three pins from Burlington Coat Factory's Coat Board along with the #WarmCoatsWarmHeartsPin, hashtag. Send the link of your Board to pinterest@coat.com to enter for the chance to win a \$100 Burlington gift card.

“During this sixth year of partnership, we are especially excited by the new ways that the public can join in on the fun and contribute to this important work,” said Jennifer Stockard, president of One Warm Coat. “The partnership with Burlington Coat Factory and *Good Morning America* helps us reach more and more people each year with our message of the need for warm coats and how easy it is to make a difference for those in need. Working with over 250 One Warm Coat-affiliated local service organizations, they help to distribute warm coats to people across the country. We are thrilled to be working together to achieve our dream that anyone who needs a warm coat can receive one, free of charge.”

For more information and to find a list of participating Burlington Coat Factory stores visit www.BurlingtonCoatFactory.com.

About Burlington Coat Factory

Burlington Coat Factory is a national retail chain offering brag-worthy merchandise for the entire family and the home with up to 65 percent off department store prices every day. Departments include ladies’ dresses, suits, sportswear, juniors, accessories, menswear, family footwear and children’s clothing. It also includes an assortment of furniture and accessories for baby at Baby Depot, home décor and gifts, along with the largest selection of coats in the nation for the entire family. Burlington Coat Factory was founded in 1972 and has expanded from a single store selling coats, to a multi-department retail chain with 500 stores in 44 States and Puerto Rico. For more, visit www.BurlingtonCoatFactory.com.

About One Warm Coat

One Warm Coat is a national nonprofit organization that assists in the donation of coats. OWC helps individuals, groups, companies and organizations across the country collect coats and deliver them to local agencies that distribute them free, to people in need. Its mission is to ensure that anyone who needs a coat has one. Providing this simple, yet vital, need helps people live productive lives year round. Since inception, over 3 million coats have been collected and distributed through One Warm Coat activities. For more information about One Warm Coat, visit: www.onewarmcoat.org.

About Good Morning America

ABC News’ “Good Morning America” is anchored by Robin Roberts and George Stephanopoulos. Josh Elliott is the news anchor, Lara Spencer is lifestyle anchor and Sam Champion is the weather anchor. The Emmy Award-winning morning news program airs live 7:00-9:00 a.m. EDT on the ABC Television Network. **Tom Cibrowski** is the senior executive producer of ABC News’ “Good Morning America. For more information, visit www.abcnews.com/gma

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