



PRESS RELEASE

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Burlington Stores, K.I.D.S./Fashion Delivers & ABC's *Good Morning America* Kick Off Ninth Annual Warm Coats and Warm Hearts Coat Drive

Give a Coat. Share the Warmth.

FLORENCE, NJ, November 9, 2015 – According to the 2014 US Census, almost 47 million Americans live in poverty. By necessity, many of these families prioritize food, heat, and shelter above winter clothing. Burlington Stores, a national off-price retailer offering brand name merchandise at everyday low prices, is excited to announce the launch of its ninth annual *Warm Coats and Warm Hearts Coat Drive*, in partnership with ABC's *Good Morning America* and the national non-profit organization, K.I.D.S./Fashion Delivers.

Through the initiative, everyday Americans are invited to donate gently-worn coats at drop boxes located in Burlington store locations nationwide to help local families in need of warmth during the winter season. K.I.D.S./Fashion Delivers pairs each Burlington location with a participating agency who then distributes the donated coats to help those within their local community. As a thank you, those who donate will receive an offer for 10% off their entire purchase at Burlington Stores through January 18, 2016. To date, more than 1.48 million coats have been distributed through the *Warm Coats and Warm Hearts Coat Drive*.

"At Burlington we believe in supporting the communities we live and work in, and our *Warm Coats and Warm Hearts Coat Drive*, now in its ninth year, is focused on keeping those in need warm during the cold winter months. We encourage people to clean out their closets and donate their gently-worn coats to help a neighbor in need," said Tom Kingsbury, president and chief executive officer, Burlington Stores.

ABC's Emmy Award-winning news program, *Good Morning America*, will help to promote the program on-air and on their website starting today. The effort will help remind its millions of viewers about the ongoing need for coats all across the country, and will demonstrate how people can help. *Good Morning America* hosts and celebrity guests will be donating coats in the hopes of inspiring others to join the effort. Customers can share a photo of their coat donation at their nearby Burlington by using #GiveACoat on Twitter or Instagram for a chance for their photo to be seen on *Good Morning America*.

"We are delighted to join Burlington again on the *Warm Coats and Warm Hearts Coat Drive*," said Lisa Gurwitch, president and CEO of K.I.D.S./Fashion Delivers. "The partnership allows us provide desperately needed coats to people nationwide through 300 community charities. The demand for coats is so great, and just one coat can do wonders for someone in need this winter."

For more information and to find a Burlington near you, visit www.BurlingtonStores.com.

About Burlington Stores, Inc.

Burlington is a national off-price retailer offering style for less at 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 has 567 stores in 45 States and Puerto Rico. For more, visit www.BurlingtonStores.com.

About K.I.D.S./Fashion Delivers

K.I.D.S./Fashion Delivers, Inc., a 501(c)(3) nonprofit organization, unites retailers, manufacturers, foundations and individuals to provide merchandise to families and people impacted by poverty and tragedy. Apparel, accessories, shoes, home furnishings, toys, books, school supplies and other necessities, delivers hope and dignity to people in need through a network of community partners. To date, over \$1.2 billion of donated products have been distributed, serving the poor and disadvantaged worldwide. For more information, please visit www.DonateProduct.com.

About *Good Morning America*

Emmy Award-winning "Good Morning America" is a two-hour, live program anchored by Robin Roberts, George Stephanopoulos, and Lara Spencer. Amy Robach is the news anchor and Ginger Zee is chief meteorologist. Michael Corn is the senior executive producer. The morning news program airs MONDAY-FRIDAY (7:00-9:00 a.m., ET), on the ABC Television Network.

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