



PRESS RELEASE

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Burlington, Fashion Delivers & ABC's *Good Morning America* to Celebrate Seventh Annual Coat Drive

Help spread warmth with the Warm Coats and Warm Hearts Coat Drive

BURLINGTON, NJ, November 1, 2013 – Burlington, a national off-price retailer offering designer merchandise at everyday low prices, will launch its seventh annual *Warm Coats and Warm Hearts Coat Drive* on Friday, November 1, 2013. The coat drive benefits Fashion Delivers, a national non-profit organization dedicated to providing apparel and other products donated by manufacturers and retailers to community charities across the U.S. and throughout the world. To date, more than 1.2 million coats have been distributed through the *Warm Coats and Warm Hearts* program.

The theme of this year's coat drive is "Style Is Giving, Share the Warmth with Others." It invites consumers to donate 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 20, 2014. In addition, any customer who purchases a Coca-Cola product and joins My Coke Rewards, will be able to donate their points to Fashion Delivers to help fund the purchase of new coats for people in need.

"Giving back to local communities is a priority for Burlington, especially during the holiday season when so many are in need," said Thomas Kingsbury, president and chief executive officer of Burlington. "We are thrilled that the *Warm Coats and Warm Hearts Coat Drive* allows us to spread the warmth nationwide during the cold winter months by providing coats to people in need in communities surrounding our local 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 on November 14, 2013. 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 are asked to share stories and Tweet a *selfie* of them donating a coat and using #WarmCoats for their chance to have their *selfie* on *Good Morning America*. Customers who donate a large quantity of coats and share their stories with #WarmCoats may be selected to appear in a coat makeover segment on *Good Morning America*.

“We are proud to partner with Burlington on the *Warm Coats and Warm Hearts* program for the seventh year. This program allows us to show our commitment to helping people across the nation give to those in need through the donation of coats. Each year we are inspired by the good this program does and the people it touches,” said Tom Cibrowski, senior executive producer, *Good Morning America*.

“We are thrilled to join Burlington on the *Warm Coats and Warm Hearts* program,” said Allan Ellinger, chairman of Fashion Delivers. “The partnership allows us to deliver desperately needed coats to people nationwide through 269 community charities. This effort really makes a difference to those in need; it’s amazing what the gift of just one coat can do.”

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

About Burlington

Burlington is a national retailer offering style for less 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 has more than 500 stores in 44 States and Puerto Rico. For more, visit www.BurlingtonCoatFactory.com.

About Fashion Delivers

Fashion Delivers Charitable Foundation, Inc. battles the effects of poverty and natural disasters by supporting hundreds of community-based social service agencies throughout the U.S. and around the world. Fashion Delivers was formed in 2005 to mobilize the fashion community and reach out to those most in need, providing donations of new women’s, men’s and home fashions distributed through a network of local agencies. Fashion Delivers has secured and distributed nearly \$200 million in product since its inception. For more information, please visit www.fashiondelivers.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/warmcoats.

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