



FOR IMMEDIATE RELEASE

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**ST. VINCENT DE PAUL, 5 CARES COAT DRIVE
CONDUCT RECORD-BREAKING DRIVE
COLLECTING NEARLY 6,000 COATS**
Coat Drive Sponsors, Community Deserve Thanks

CINCINNATI, OH – December 20, 2007 – The Society of St. Vincent de Paul and WLWT Channel 5 announced that a total of 5,890 new and gently-used coats were collected this year during the 7th annual **5 Cares Coat Drive**. A variety of coat drive partners served as drop-off locations around the Greater Cincinnati area, including participating fire departments, participating Gold Star Chili locations, Garden Ridge stores, Good Samaritan Hospital and Northern Kentucky Domino's Pizza locations. The goal was to collect a total of 4,000 coats.

As in past years, St. Vincent de Paul supplies coats to its own clients, as well as to other agencies that also work directly with those in need. In addition to collection site partners, this year's coat drive sponsors included WLWT Channel 5, Cintas, City Dash and Metro. Cintas donated 1,000 new coats to the effort.

"Thanks to the generous support of residents, along with our corporate partners, we are able to provide coats to help our neighbors in need stay warm this winter," said Liz Carter, executive director of St. Vincent de Paul.

This project is made possible by the firefighters and others who collect the coats, volunteers who transport, sort and distribute the coats, and of course, the generosity of area residents. An additional 100 coats were donated by a national coat drive effort, sponsored by Burlington Coat Factory.

For more information about donating or getting involved, please call St. Vincent de Paul at 513-562-8841, ext. #226, visit on-line at www.svdpcincinnati.org.

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About St. Vincent de Paul

The Society of St. Vincent de Paul (SVDP) has been helping Greater Cincinnati and Hamilton County residents in need with the basic necessities of life for nearly 140 years. The organization works personally with those in need, regardless of race or creed, to bridge the spiritual, emotional and financial gaps in their lives through home visits provided by neighborhood-based volunteer groups, and groundbreaking initiatives like the Charitable Pharmacy. The Society of St. Vincent de Paul continues to be a leading community service organization, recently recognized by The CincinnatiUSA Regional Chamber of Commerce as Non-Profit of the Year. For more information, go to www.svdpcincinnati.org.

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