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Media Alert

January 14, 2010

GIFTS IN KIND INTERNATIONAL, BLANKET AMERICA TO DISTRIBUTE FLEECE BLANKETS TO HOMELESS WOMEN IN WASHINGTON, D.C.

Martin Luther King Day of Service Event will Also Provide Winter Coats and Personal Care Products to Help Those Struggling During One of the Coldest Winter in 25 Years

WHO: Gifts In Kind International (staff)
Harriet Tubman Shelter for Women (staff and residents)

WHAT: Gifts In Kind International staff will personally distribute blankets, winter jackets, sweaters, clothing, and toiletries to women staying at the shelter as part of the Martin Luther King Day of Service. Meteorologists have predicted that the winter of 2010 will be the coldest in 25 years. The blankets are donated by the Blanket America™ Program which will donate a new fleece blanket to an American in need for every Patchwork Heritage© Quilt and Throw sold. The heirloom quilt and throw feature the text of the Inaugural Address of President Obama on the reverse side and are designed to celebrate our broad cultural heritage. This event will mark the first official donations of blankets through the new partnership.

The jackets, coats and sweaters were donated by Ross Stores, Inc, assorted clothing by The Rachael Ray Show and the hair care products are courtesy of Regis Corporation.

WHEN: **Monday, January 18, 2010 at 10:30 a.m.**

WHERE: Harriet Tubman Women's Shelter
1900 Massachusetts Ave. S.E.
Washington, D.C.
202-547-1924

PHOTO /VIDEO OPPORTUNITIES: Gifts In Kind volunteers unloading truck
Volunteers sorting clothes, setting up the giveaway
Representatives of the shelter
Residents of the shelter receiving the blankets, trying on coats

**All interviews with shelter residents must be coordinated and approved by representatives of the Harriet Tubman Women's Shelter.*

Gifts In Kind International:

Ranked by *Forbes Magazine* as one of the nation's best-managed charities in America, Gifts In Kind International (www.giftsinkind.org) is dedicated to helping people and communities by distributing new corporate product donations—including books, toys, personal care products and clothing, computers and other technology products, and much more—to qualified nonprofit organizations. The charitable organization works with more than half of the Fortune 100 consumer, retail and technology companies. Last year, Gifts in Kind distributed more than \$400 million in product donations.

Harriet Tubman Women's Shelter:

Harriett Tubman, an emergency shelter serving women who are homeless over the age of 18, provides a safe and warm home to more than 100 women each night, and more than 400 each year. During the day, the shelter operates a day program component, where case managers and a social worker meet one-on-one with residents, therapy sessions help the women work through their stress and three hot meals are served per day. Harriett Tubman is one of the only shelters in DC offering a comprehensive day program onsite. Located on the D.C. General Health Campus, the shelter is well-placed to connect women with necessary health supports. Run by Catholic Charities of the Archdiocese of Washington, the shelter is one of 83 programs and social workers provide referrals to parenting classes, medical services, employment programs and adult education classes to help each woman meet her specific needs in rebuilding her life.

Blanket America:

Featured on the Today Show and QVC the Blanket America™ Program is based on the concept of Buy 1, Give 1. For each Patchwork Heritage© quilt and throw purchased a blanket will be donated to a needy American. Working with Gifts in Kind International the goal of this program is to donate 1,000,000 blankets to the homeless and underprivileged in America. For more information, please visit www.blanketamerica.com

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