



MEDIA ALERT

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From: Tim Crum
tim@icmaz.org
623.975.1234

LOCAL CLOTHING BANK RUNNING LOW ON WINTER CLOTHING PHOENIX NON PROFIT ORGANIZATION ESTABLISHES EMERGENCY CLOTHING DRIVE

(Phoenix, AZ) - ICM Food and Clothing Bank (www.icmaz.org), a Phoenix based non-profit organization that provided food, clothing, toiletries and medical care to over 100,000 underprivileged children and adults in 2010, today announced they are requesting donations of winter clothing such as coats, hats, gloves, long sleeve tops, as well as blankets and bedding. The organization reports the demand for warm clothing has sky-rocketed this past week because of the Valley's unusually low temperatures. The demand has meant warm clothing supplies are running low, especially for young boys and girls from new born up to ten years of age. To help meet this demand, the organization is asking residents to donate new or used warm clothing.

"This morning, in sub-freezing temperatures, a couple and their two-year-old baby got in line at our front door a half-hour before we opened, something many people do, knowing that the emergency food boxes go fast. For 30 minutes, the father held his son close to his chest, rubbing his back, while the little boy buried his face into his father's chest for warmth. The little boy was barefoot and did not have on a jacket. The parents weren't neglectful – they simply did not have the resources to provide their son with socks, shoes or a jacket for him. When the doors opened at 9 a.m., the family came inside to request an emergency food box and pick out clothing for their son. The young boy was fitted with a pair of warm socks, comfortable shoes and a warm coat by our staff. The parent's were so appreciative that they acknowledged this kindness and help with a "high five" from the boy's father," comments executive director, Renea Gentry.

Clothing donations can be delivered to ICM Food and Clothing Bank's headquarters at 501 South 9th Avenue between 9-3 Monday through Saturday. They are also accepting donations which can be made online through the organization's secure website (www.icmaz.org), or in the form of a check. Checks are made payable to: ICM Food and Clothing Bank and mailed to :P.O. Box 2225, Phoenix, AZ 85002. For more information about ICM Food and Clothing Bank, visit www.icmazorg.

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