



PRESS RELEASE

FOR IMMEDIATE RELEASE

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CONTACT:
Chris Barela Nystrom
Program Development Director
707-296-3699
begreat@bgcredwoods.org

Eureka Dutch Bros Teams Up With Boys & Girls Club to Keep Kids Warm

Eureka, CA – Wednesday, December 16th Eureka Dutch Bros locations on 5th Street and on Broadway will be accepting new and gently used winter coats to promote Coats for the Cold that benefits Boys & Girls Club of the Redwoods and many other organizations every winter. For every coat donated, Dutch Bros customers will receive a free drink and a \$5 gift card for their next visit. “We love doing community give-backs,” says Sean Pates, owner of the Eureka locations. “It has been at least six years since we’ve done a coat drive, and kids have to have something to keep warm. We like supporting Boys & Girls Club because of their broad reach across the county and number of kids and families their programs benefit. We know everything we do for them will be used.”

Boys & Girls Club of the Redwoods serves 4,000 young people across Humboldt County every year. “Every day we see first-hand the challenges youth and families face,” says Executive Director Liz Smith. “Those challenges are even more obvious when we see kids showing up that aren’t properly dressed for the weather, hear stories about how they’re missing family members this time of year, or express how the gift they receive at our holiday party is the only one they’ll receive this year.”

Community members wishing to donate coats can do so at either Dutch Bros Eureka locations on Wednesday, December 16th or during the January Coats for the Cold drive at many community locations including Boys & Girls Clubs at Harris & J, and Harris & Prospect. “If you don’t have a coat to bring, Dutch Bros will also accept cash donations on Wednesday and ensure they benefit this project,” says Pates.

More information on Coats for the Cold can be found at <http://coatsforthe cold.org/>

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Attached: Club members receiving their coats in previous years

The Boys & Girls Club of the Redwoods exists to empower youth (ages 6 through 18) to reach their full potential as responsible, caring individuals through professionally led programs and activities that are fun, positive and relevant in a safe, supportive and healthy environment.

Visit us Online: www.bgcredwoods.org

Club House Members quotes:

Kodey age 8: My new coat brings me good luck.

Esteban age 10: This jacket keeps me warm and alive from getting sick.

Dominick age 5: This coat means a lot to me, it is my favorite.

Brock age 11: This coat means that I will not be cold.

Cassidy age 8: This coat makes me so happy.

Wyatt age 5: With this coat on I will not get rained on.

Jose age 7: When I get on the bus in the morning I won't be having goose bumps anymore.

Yakira age 7: This coat is so warm and comfy that sometimes I get too warm.



Sandy Mounivong
about the Jacket

The jacket is really Big and it's warm, and cozy in the morning It's really warm when I ~~wear~~^{ear} the jacket
Thank you for the jacket ~~to~~
Brandi, and monica and coats for the cold

