**PRESS RELEASE**

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**HELPING TO KEEP YOUNGSTERS WARM THIS WINTER:**

***Rotary Club of Hamburg Kicks Off 2019 Warm the Children Program***

“Many children wish for toys, bike or electronics. Some just simply want warm, winter clothing.” That’s the mission and theme of Warm the Children, sponsored by Rotary Club of Hamburg. Rotary has begun soliciting funds to purchase new, warm winter clothing for youngsters whose families need assistance this year. Last year, more than 150 families were helped. “This year, we hope to assist approximately 450 youngsters, some of whom are cared for by grandparents and foster parents due to very sad, extenuating circumstances,” according to volunteer coordinator, Elizabeth Angelbeck.

Schools, churches and human service agencies identify families in need from the following areas: Hamburg, Angola, Blasdell, Brant, Derby, Eden, Lake View, Evans and North Collins. This year, families will shop at Walmart on Southwestern Blvd., accompanied by volunteers, who pay for clothing with purchase orders from the Warm the Children Fund.

Warm the Children relies on the generosity of community members, local businesses and grant awards from foundations for monetary donations. “100% of all tax-deductible contributions made to Warm the Children go toward the purchase of new clothing,” reports Angelbeck. Rotary Club of Hamburg is responsible for all administrative costs associated with the program, with assistance from Evans Bank.

Warm the Children greatly appreciates the loyal support of the American Gift Fund Louise K. Mokadam Family Foundation, the Alice L. Say Foundation and the Charles D. & Mary A. Bauer Foundation for their very generous donations again this year. While contributions in any amount are gratefully accepted, Rotary hopes individuals, businesses and organizations will consider sponsoring a child by donating $75, $125 or $150, which buys clothing for children ages birth to four, five to 14 and 15-18, respectively.

On Thursday, November 7th, JP Fitzgerald’s Restaurant, will hold a benefit for Warm the Children, when 15% of all meals purchased throughout the day will be donated to Warm the Children. Call 649.4025 for reservations.

Donations to the Warm the Children Fund may be dropped off or mailed to Evans Bank, 5999 S. Park Ave., Hamburg, NY 14075. Or donate online: [www.hamburgrotaryclub.org/SitePage/warm-the-children](http://www.hamburgrotaryclub.org/SitePage/warm-the-children).

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