

firefighters

OPERATION warm
warm | more
than
a coat



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Firefighters Warm Hearts of Beloit Children with New Winter Coats

BELOIT, Wis. – On November 21st, over 125 children from low-income families will be outfitted with brand-new winter coats thanks to Beloit Firefighters. Firefighters have partnered with Operation Warm, a national, non-profit organization that has provided new coats to 1.5 million children in need. Firefighters fundraise in order to personally fit each child, help select their favorite color, and write their name in the interior tag of their new coat, which reads, “Made Just for You.”

The coat celebration is scheduled for Friday at Merrill Elementary School during their first scheduled ‘Family Movie Night.’ Firefighters worked closely with Beloit Public Schools to select Merrill Elementary School based upon its high percentage of children qualifying for a variety of different support programs. “A new coat allows families to stretch limited financial resources to other basic necessities,” explained Trey Taylor, Beloit Firefighter, “our children and schools benefit from this program in more ways than one.”

Thanks to support from Firefighters 583 Charities, firefighters will provide new coats for over 125 children. “As firefighters, we go into homes and witness the everyday struggles placed on area families for items most of us take for granted, such as a good quality winter coat,” explains Scott Smith, President of L583. “Our hope is that by participating in programs such as this, we can help strengthen our community and increase the overall well-being of children.”

Operation Warm has brought 20% of its manufacturing back to the USA, an effort which supports over 200, fair paying jobs. All coats purchased by Firefighters 583 Charities are 100% American Made. “This is so much more than a coat,” said Rich Lalley, Executive Director of Operation Warm. “Beyond warmth and dignity for children, producing coats in the USA puts Americans back to work and back on their feet.”

In 2012, Operation Warm and the International Association of Firefighters launched a partnership that spans the US and Canada. Working together for two years, IAFF Firefighters have served over 50,000 less-fortunate children in 39 states.

Media is welcome to attend.

Merrill Elementary School

1333 Copeland Ave. Beloit, WI 53511

Friday, November 21st (set up at 4:30pm, coat distribution begins at 5:00pm)

DONATE: www.operationwarm.org/beloit

For More Information: [Firefighters for Operation Warm](http://FirefightersforOperationWarm)