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KOAT COLLECTS NEARLY 4,000 COATS FROM COMMUNITY FOR ANNUAL DRIVE

As cold temps hit New Mexico, KOATs for Kids is readying coats for delivery

ALBUQUERQUE, NM – KOAT’s annual coat drive has collected almost 4,000 coats, and raised more than \$28,000 in online donations, almost tripling the amount raised the year prior. The funds raised will be used to purchase additional coats for the program. Alta Mira, a community non-profit centered on support services for families, partners with KOATs for Kids to make the additional new coat purchases.

This year, nearly half of the coats were collected in a single day last week during Live Drive events held at three locations in Albuquerque and Santa Fe. All of the coats will now be sorted and scheduled for delivery to New Mexico schools and community organizations.

“We are extremely heartened by the community’s generosity to this year’s KOATS for Kids. We know that the coats and the monetary donations will have a meaningful impact on kids across New Mexico,” said President & General Manager Lori Waldon. “The need is great and through our partnerships and our loyal viewers, these coats will make a lasting difference in the health and security of our children.”

KOATs for Kids now will move to make deliveries with partner Archuleta Restoration and Remodel. Their trucks will begin loading coats and travel all over New Mexico to get the coats into the hands of children and young adults. There are still coats being picked up from area Albertson’s Markets and total coat donations could surpass 4,000.

The KOATs for Kids coat drive is supported by Nusenda Credit Union, Albertson’s Market, Archuleta Restoration and Remodel, Western Sky Community Care, and IBEW Local 611. And supporting sponsors Duke City Gladiators, City of Albuquerque and Fidelity Investments. Community partners include United Way of Central New Mexico, Alta Mira and New Mexico National Guard.

About KOAT Channel 7

KOAT is New Mexico’s broadcast/digital media leader, providing news, weather, community service and entertainment on multiple platforms including KOAT Channel 7, koat.com, and KOAT mobile. Founded in 1953, KOAT is committed to its mission to serve the state of New Mexico with quality local content. The station has been honored with numerous prestigious national broadcasting honors including multiple recognitions as Television Station of the Year by the New Mexico Broadcasters Association, the RTDNA Edward R. Murrow Awards, the regional Emmy’s, Associated Press Awards, and Walter Cronkite Awards. KOAT, an ABC affiliate station, is owned by Hearst Television Inc., a wholly owned subsidiary of the Hearst Corporation, a leading media company whose global holdings include 29 television stations and two radio stations. Follow us on Facebook (koat7) and Twitter (@koat7).

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