

FOR IMMEDIATE RELEASE – October 15th, 2021



KOAT 7 READIES ANNUAL COAT DRIVE AHEAD OF COLDER MONTHS

Thousands of New Mexican children need warm coats to be winter weather ready

ALBUQUERQUE, NM - KOAT 7 is set to launch their annual KOATs for Kids coat drive on Monday October 18th. The campaign receives coat donations from viewers and community organizations across New Mexico and delivers them directly to children in school districts and community centers. KOAT has collected coats for more than 30 years, supporting the physical, emotional and social needs of children in our community.

This year marks a shift for the drive, starting earlier to expedite getting coats to children before the bitter cold sets in across northern New Mexico. KOAT has also continued its ability to take monetary donations to help purchase additional coats, allowing viewers to send money directly to the program through United Way of Central New Mexico. Alta Mira, a local non-profit, has already made a purchase of more than 200 new coats to help kick-off this year’s campaign.

“KOAT is proud to continue providing warmth and safety to our most vulnerable populations, especially during the ongoing pandemic and what could be a severe cold and flu season,” said President & General Manager Lori Waldon. “We absolutely could not do this without the support of our generous community, loyal viewers and the partners that help us get coats to children of all ages in New Mexico.”

The KOATs for Kids coat drive runs through November 21st. New coats can be donated at all area Albertson’s Market locations where collection boxes are placed outside the front of each store for easy drop off. For a complete list of drop-off sites, go to KOAT.com/koatsforkids.

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](https://www.facebook.com/koat7)) and Twitter ([@koat7](https://twitter.com/koat7)).

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