



P.O. Box 6123
Clearwater, Florida 33758-6123
T (727) 441-5050 F (727) 441-5007
www.ClothesToKids.org

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Contact: Jennifer Silva, Executive Director
(727) 441-5050, ext 22

Clothes To Kids Announces New St. Petersburg Store Location

St. Petersburg, Florida Jennifer Silva, Executive Director of Clothes To Kids, announced today that the organization has selected a location for its new St. Petersburg store. Clothes To Kids (CTK), whose mission is to provide new and quality used clothing to low-income, school-age children in Pinellas County free of charge, has been operating for nearly six years out of a single location in Clearwater. The addition of the second store will allow CTK to better fulfill its mission by making its services more accessible to the more than 25,000 eligible children who live south of Ulmerton Road. The new CTK store, slated to open in August of this year, is located in the Cornerstone Center at 3251 Third Avenue North, Suite 145 South, in St. Petersburg.

The CTK staff hopes to open the doors to the new St. Petersburg school in time for back-to-school shopping in August. To be eligible to shop at CTK for free clothing, a child must be enrolled in school in any grade Kindergarten through 12, reside in Pinellas County and in financial need. Those children who receive free or reduced lunch through the Pinellas County School system automatically qualify to shop at CTK. A child may also be referred to CTK by a teacher, guidance counselor, social service agency, place of worship or law enforcement agency (for more information on eligibility and referrals, visit www.ClothesToKids.org).

The Clothes To Kids St. Petersburg store, like its Clearwater counterpart, will be stocked with both new and high-quality, gently used clothing and shoes. The store will be modeled after a department store and staffed with friendly volunteers dedicated to providing clients with a positive shopping experience. Each eligible child may “shop” twice in any 12-month period for a full wardrobe of clothing to include: 5 new pairs of socks and underwear; 4 bottoms (pants, shorts, skirts); five tops; a jacket (in season); a dress (for girls, when available); and a pair of shoes.

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The addition of a second CTK location was made possible in large part through a partnership with the Junior League of St. Petersburg (JLSP). The JLSP selected Clothes To Kids St. Petersburg as its “Signature Project,” a partnership that includes substantial financial, developmental and volunteer support. CTK’s St. Petersburg Store is also supported through a generous grant from the Eckerd Family Foundation.

Based on recent data from Pinellas County Schools, close to 64% of school children receiving free or reduced lunch reside south of Ulmerton Road. “The need for CTK’s services is higher in southern Pinellas County, yet CTK historically has served only a small percentage of those potential clients at its Clearwater location,” comments Jennifer Silva, CTK’s Executive Director, “With the addition of our St. Petersburg store, CTK will be far more accessible to families in South Pinellas, enabling us to reach thousands of additional children each year.”

Clothes To Kids continues to look to individuals and businesses in the South Pinellas community to support its St. Petersburg store. Anyone interested in supporting CTK St. Petersburg – with cash or clothing donations, in-kind support, or as a volunteer – can contact Shannon Skipper, CTK St. Pete Program Coordinator, via email at Shannon@ClothesToKids.org.

Founded in 2002, Clothes To Kids, Inc. is a year-round organization whose mission is to provide new and quality used clothing to low-income, school-age children in Pinellas County, **free of charge**. During its peak months, CTK serves over 60 children per day, providing each with a complete wardrobe of clothing. Since its inception, CTK has distributed over 36,000 wardrobes to children in need. CTK Clearwater is located at 1059 North Hercules Avenue and accepts donations of new or clean, gently used shoes and clothing Monday through Friday, 9am to 5pm. CTK St. Petersburg will be located in the Cornerstone Center at 3251 Third Avenue North, Suite 145. **Those in South Pinellas who want to donate clothing and shoes may drop off donations at one of the following locations: *Reno Beach Surf Shop at 1031 4th Street North and Fifth Third Bank at 153 Second Avenue South.***

Cash donations are fully tax-deductible and can be mailed to P.O. Box 6123, Clearwater, Florida 33758-6123 or dropped off at the Clearwater store location. For more information on Clothes To Kids, please visit www.ClothesToKids.org.

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