



Clothes To Kids
1059 North Hercules Avenue
Clearwater, Florida 33765
T (727) 441-5050 F (727) 441-9346
www.ClothesToKids.org

For Immediate Release

December 9, 2008

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

Junior League of St. Petersburg Selects Clothes To Kids St. Pete as its New Signature Project

Pinellas County, Florida Clothes To Kids, Inc. (CTK) is proud to announce that the Junior League of St. Petersburg has chosen CTK's St. Petersburg Store as its new Signature Project. Clothes To Kids, whose mission is to provide new and quality used clothing to low-income, school age children in Pinellas County free of charge, currently operates out of a single store location in Clearwater. Through its partnership with the Junior League of St. Petersburg (JLSP), Clothes To Kids will be able to serve thousands of additional school children each year at its new St. Petersburg location.

As the selected organization for the JLSP's new Signature Project, Clothes To Kids will receive invaluable support from the Junior League to help CTK realize its vision to better serve children in the southern part of the county. Through volunteer and financial support, the JLSP will actively participate in every phase of development and will continue to support operations for a minimum of three years. "The support of the Junior League of St. Petersburg is really invaluable," notes Jennifer Silva, CTK's Executive Director, "The JLSP has a long and remarkable history of serving children and families in St. Petersburg and all of us at CTK are honored and very grateful to welcome them as partners."

The JLSP chose Clothes To Kids' St. Petersburg Store Project after a extensive selection process. In 2007, the Junior League of St. Petersburg released a request for proposals asking local organizations with like-minded missions to submit "Signature Project" ideas. CTK was one of thirty-five organizations to submit a proposal. The JLSP evaluated the proposals and named semi-finalists who shared their mission of healthy children and families as well as their goals for a Signature Project. In November 2008, after careful review, lengthy discussions and extensive research, the JLSP Board of Directors presented a motion to its General Membership to select Clothes to Kids as the next Junior League of St. Petersburg Signature Project. The motion was unanimously approved. "Our goal was to create a collaborative relationship with an agency that has a similar vision," said Jennifer Maxwell, President of the Junior League of St. Petersburg. "Clothes To Kids plays a critical role in our community by providing underserved school-age children with the clothing they need to attend school. One of the League's main priorities is promoting literacy.

-- MORE ---

Clothes to Kids empowers students physically and emotionally to be prepared for learning by meeting their basic needs. We are honored to work with this well-respected organization in establishing a location that will target southern Pinellas County.”

Clothes To Kids currently operates out of a single location in Clearwater where it distributes clothing wardrobes to eligible school children from throughout Pinellas County. The addition of a second location 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. Though the specific site of CTK’s new store has yet to be decided, the organization is committed to finding a location that is convenient and accessible to potential clients. CTK’s goal, with the help of its new Junior League Partner, is to have its south county store up and running in time for 2009 back-to-school shopping.

The Junior League of St. Petersburg has been serving the St. Petersburg area for 78 years with a commitment to enriching the community by organizing and funding local projects aimed at boosting the welfare of families and children. Previous JLSP Community Partnerships established and/or developed with the JLSP’s financial and volunteer support include Family Visitation House, Great Explorations Hands-On Museum, the Pinellas Education Foundation, CASA (formerly the Spousal Abuse Center), Suncoast Center for Mental Health, the YWCA Women’s Resource Center Emergency Shelter, and many, many more.

In 2007, Clothes To Kids distributed over 8,250 wardrobes to Pinellas County school children. CTK expects to exceed 9,000 total wardrobes distributed in 2008. These numbers could easily double with the addition of a second CTK store in 2009.

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 33,000 wardrobes to children in need. CTK is located at 1059 North Hercules Avenue in Clearwater and accepts donations of new or clean, gently used shoes and clothing Monday through Friday, 9am to 5pm. Cash donations are fully tax-deductible and can be mailed to P.O. Box 6123, Clearwater, Florida 33758-6123 or dropped off at the store location.

For more information on Clothes To Kids, please visit www.ClothesToKids.org. For more information about the Junior League of St. Petersburg, visit www.JLStPete.org.

###