



Clothes To Kids  
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## **For Immediate Release**

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### **Clothes To Kids To Open Additional Location in South Pinellas County**

**Clearwater, Florida** The Clothes To Kids Board of Directors approved a plan to open a second store location in South Pinellas County by summer of 2009. Clothes To Kids (CTK), whose mission is to provide new and gently used clothing to low-income, school age children in Pinellas County free of charge, currently operates out of a single location in Clearwater. The addition of this 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.

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 is to have its south county store up and running in time for 2009 back-to-school shopping.

At its current location in Clearwater, CTK serves clients from throughout Pinellas County, however getting to the store is a challenge for many of CTK's current and potential clients. A large number of CTK's south county clients travel on public buses, transferring three times on a journey that can take as long as three hours one-way. For those clients who have a car available, the high cost of fuel means that a 45 to 60 minute ride from southern portions of the county can be prohibitively expensive.

"We are thrilled to be moving forward with plans to open a second CTK store in South Pinellas," remarks Marie McClung, CTK Co-Founder and member of CTK's Board of Directors. "It has always been CTK's vision, and my dream, to ensure *every* child in Pinellas County has adequate clothing. With this new store, we can potentially serve thousands more children each year!"

To be eligible to shop at CTK for free clothing, a child must be in Kindergarten through 12<sup>th</sup> grade, reside in Pinellas County and be considered to be in financial need. Those children who receive free or reduced lunch through the Pinellas County School system automatically qualify to shop at CTK. Based on Pinellas County Schools data for the 2007/2008 school year,

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## **Clothes To Kids To Open Additional Location in South Pinellas County** **Cont'd**

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 a second store, CTK will be better able to reach more of the children who need our help.”

With its Grand Opening slated for summer of 2009, CTK is actively looking for support from individuals and businesses in the South Pinellas community to support its second store efforts. CTK has formed a task force - comprised of CTK Board members and staff, as well as community representatives from the St. Petersburg area – to help raise awareness and to support fundraising efforts. Currently, CTK is seeking cash and in-kind donations to help launch the new store. CTK will also be actively recruiting volunteers at all skill levels from the St. Petersburg area to help get the new store set up and running, and then to help staff the store once it is open. Anyone interested in supporting CTK’s Second Store project –with cash, in-kind support, or as a volunteer – can contact Jennifer Silva, CTK Executive Director, at 727/441-5050, ext 22.

In 2007, Clothes To Kids distributed 8,241 wardrobes to Pinellas County school children. CTK expects to reach 9,000 total wardrobes or more distributed in 2008. These numbers could easily double with the addition of a second CTK store.

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 27,000 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](http://www.ClothesToKids.org).

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