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FOR IMMEDIATE RELEASE

STORAGE DELUXE JOINS EFFORT TO COLLECT 100,000 COATS FOR NEW YORK CARES 23RD ANNUAL COAT DRIVE
Donate a New or Gently Used Winter Coat Now Through December 31st to Keep A Neighbor Warm This Season

NEW YORK, NEW YORK (December 12, 2011) – In an effort to help collect 100,000 winter coats for the New York Cares 23rd Annual Coat Drive, Storage Deluxe is reaching out to the community by setting up collection bins at their 10 locations in Brooklyn, the Bronx and Queens for donations of new or gently used coats now through December 31st.

As winter approaches and the weather turns cold, most of us reach for our winter coats to keep us warm. But for the shocking 18.7% of New York families living in poverty, thousands will shiver through the bitter cold this winter without a coat. Storage Deluxe is proud to be a part of this effort in the spirit and good will of the season to help give the gift of warmth to the less fortunate and make the goal of 100,000 donated coats a reality.

“We are proud to be a part of the New York Cares Coat Drive,” said Nick Coslov, CEO of Storage Deluxe. “It warms our hearts to know that we can be instrumental in helping so many New Yorker families stay warm this winter.”

Last year, New York Cares provided warm winter coats to 58,000 low-income men, women and children; but sadly almost 17,000 New Yorkers were left in the cold without coats. This year they have raised the bar by not only setting their goal at 100,000 coats but put their faith and confidence in the generosity and good-heartedness of the New York community and business partners like Storage Deluxe.

Storage Deluxe knows this is the perfect time of year to clean out your closets, so they are making it easy and convenient to help a neighbor in need by donating a new or gently used winter coat to any of their 10 New York-area locations.

“In the spirit of the season, we are confident that our customers and neighbors will pull together to help keep our fellow New Yorkers warm this winter” Coslov said.

Donations are being accepted at the following Storage Deluxe locations:

- 1880 Bartow Ave, Co-op City/Bronx, NY 10469
- 1816 Boston Rd., Bronx, NY 10460
- 1810 Southern Blvd., Bronx, NY 10460
- 200 East 135th St., Bronx, NY 10451
- 900 Atlantic Avenue, Brooklyn, NY 11238
- 39-25 21st St., Long Island City, NY 11101
- 45-46 39th St., Long Island City, NY 11104
- 124-10 31st Avenue, College Point, Queens, NY 11354

About Storage Deluxe:

[Storage Deluxe](#), which consists of 12 facilities totaling over 1 million rentable square feet and approximately 18,000 storage units, is a leading provider of self-storage in the New York metropolitan area. For more information on Storage Deluxe, visit www.storagedeluxe.com. To stay connected, become a fan of Storage Deluxe on [Facebook](#) and follow them on [Twitter](#).

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