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FOR IMMEDIATE RELEASE
WITH PHOTO
October 18, 2021

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Catie's Closet Launches New Mobile App

DRACUT, MA – Catie's Closet is proud to announce the launch of its brand-new iOS and Android mobile app, which enables individuals to use their smartphones or tablets to provide essential clothing and toiletry items to students preK-12.

Those who download and use the app can make monetary donations, request a pre-paid shipping label to donate gently used clothing, shop directly from the organization's Amazon Wish Lists to purchase brand-new items, and contact Catie's Closet.

In 2020, Catie's Closet began an extensive partnership project with GGeneration Impact, a grassroots organization which provides pro-bono consulting opportunities for volunteers who work at GE. The team dedicated their time and knowledge to develop the app from start to launch. As part of GGeneration Impact, two employees, Gabriele Ferrari and Haley Kidd, lead the project with Catie's Closet.

"This is a very exciting milestone for our organization. Our new mobile app makes it extremely easy and convenient for our supporters to make an impact. Essentially, they can support local students from wherever they are," said Mickey Cockrell, Co-Founder and CEO of Catie's Closet. "We are so grateful to GGeneration Impact for granting us the expertise of two incredible employees who made this endeavor possible."

"As a father, working on this project reminds me every single day that we can do more to protect and help our kids, and lets me feel a part of something really important. What we did is nothing compared with the Catie's Closet team, their mission, and the energy they are putting into supporting kids," Ferrari said.

"Entering the technology industry, I was apprehensive about the impact I would be able to make on a social and societal level. Being able to take my tech skills and use them in support of Catie's Closet and their incredible mission has been one of the highlights of my professional career," said Kidd.

The app is available for download in the [Apple Store](#) and [Google Play Store](#).

More information, including tutorial videos, is available on catiescloset.org/app.



Photo Cutline: Valencia uses the new Catie's Closet app with her sister, Thalia, to donate gently used clothing to local students in need of basic necessities. The new Catie's Closet app is available to download in the App Store and Google Play to make clothing and monetary donations easy for Catie's Closet supporters.

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Established in 2010, Catie's Closet is a 501(c)(3) non-profit organization that improves school attendance and the self-esteem of students living in poverty by offering in-school closets filled with free clothing, toiletries and other necessities. Serving 70,000 students, Catie's Closet is offered in 94 schools across nine school districts in Massachusetts and New Hampshire with distribution centers in Dracut and Boston, Massachusetts. More information is available at catiescloset.org.