



**PRESS RELEASE**  
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Amazon Sponsors the Opening of a  
New Boston Catie's Closet  
For Prime Day

DRACUT, MA - In celebration of Prime Day, Amazon sponsored the opening of a new Catie's Closet at the Joseph Lee K-8 School in Boston. This is the 42nd Catie's Closet across the City of Boston.

Catie's Closet is a nonprofit organization that turns an unused space inside a school into a free store serving children experiencing poverty, homelessness, and other crises. Students can visit their Catie's Closet any time during school hours to shop for clothing, toiletries and basic necessities.

Amazon employees set up the new closet on Prime Day alongside the Catie's Closet team, unboxing products from Amazon including school clothing, athletic wear, and toiletries from national brands and third-party sellers, including many small and medium-sized businesses. They hung the clothing on racks and stacked toiletries on shelves for students to access upon their return to school in the fall. Amazon's annual Prime Day event runs July 12-13, and will offer Prime members 48-hours of deals.

"We are incredibly excited and honored to receive this support from Amazon, which allows us to continue our expansion across the City of Boston," said Mickey Cockrell, Co-Founder and CEO of Catie's Closet. "Each time a closet is removed from our waiting list, we are one step closer to realizing our vision that every child in need has access to basic necessities," she added.

Amazon's \$50,000 donation financed the cost of building the closet and its maintenance for the next school year. Amazon also provided thousands of items of clothing, toiletries and other essentials to be offered to students inside the closet. Some of the products were from small businesses that sell on Amazon, including Young King Hair Care and Girl + Hair.

"At Amazon, we are committed to giving back wherever possible, especially in the communities in which our employees live and work. Along with many communities over recent years, Boston has seen a rise in the need for essential items for kids, like clothing and hygiene products. As we ring in Prime Day 2022, we are privileged to be partnering with Catie's Closet and Boston Public Schools to help take this challenge head on so that more kids have what they need to start the school year off on the right foot," said Amazon spokesperson Caitlin McLaughlin.

The new closet will give over 500 students free agency to choose clothing, toiletries and other basic necessities. Obtaining access to life's essentials is challenging for children and families in poverty. This kind of free, discreet and immediate access provides students in crisis with a

dignified shopping experience right within their schools resulting in immediate relief, a boost in confidence, and the desire to participate in their classes.

"We appreciate Catie's Closet and Amazon for their generous support. Our students and families are still feeling the aftermath of the pandemic. Having this resource will help us to provide basic items with care and address issues with attendance and poverty in the long run," said Acting Superintendent Drew Echelson.

The sponsorship of this closet is part of Amazon's contribution to Catie's Closet's 7th annual Fill the Bus campaign, the organization's largest call for donations to prepare for the back-to-school season.

"Having Catie's Closet at the Lee K-8 School will help to create a stronger connection for students who will receive the essential items they need free of charge and foster a stronger sense of community for the school overall," said Paul Kennedy, Head of School.

Over the next seven weeks, Catie's Closet is preparing 115 closets for the new school year, opening 10 new closets, and gearing up to fill 1,000 orders during the last two weeks of August.

To learn more about Catie's Closet's Fill The Bus initiative or how you can sponsor a closet, visit [catiescloset.org](http://catiescloset.org). Amazon customers should check out the [Catie's Closet Amazon Wish List](#) on Prime Day to support additional projects.

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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 75,000 students, Catie's Closet is offered in 115 schools across 11 school districts in Massachusetts, New Hampshire and New York, with distribution centers in Dracut and Boston, Massachusetts. More information is available at [catiescloset.org](http://catiescloset.org).