



PRESS RELEASE
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Catie's Closet Launches Earth Month Community Involvement Initiatives

Individuals and businesses can host clothing drives, donate gently used youth clothing, and volunteer, all in celebration of environmental sustainability and to support children in need.

The organization's goal is to secure 22 Earth Month Partners to commemorate Earth Day, held on April 22nd.

Liberty Mutual Foundation and Earth Breeze support the organization's sustainability efforts with a Climate Change Grant and product donations.

DRACUT, MA - Catie's Closet, a nonprofit organization that provides children in need with free access to clothing and basic necessities, is thrilled to announce its special Earth Month initiatives to allow community members and caring companies to join its environmentally sustainable mission and help students thrive in school and in life.

By nature, Catie's Closet's services promote upcycling gently used clothing while inviting the community to get involved in processing clothing donations in preparation for distribution to children in need across Massachusetts and New Hampshire.

Earth Month initiatives for individuals, groups, and businesses focus on repurposing like-new clothing and include:

- Host a gently-used youth clothing drive with your community or company.
- Volunteer at one of Catie's Closet's three Massachusetts Distribution Centers in Boston, Dracut, or Springfield.
- Have a Processing Party to sort and process donations from your drive.
- Donate your gently used youth and teen clothing to benefit children in need.
- Become a sponsor

Clothing manufacturing and waste are top contributors to climate change and other detriments to the planet. In any given year, the average US consumer discards 81.5 pounds of clothing, which has an immense impact on our soil, air, and water. It can take up to 200 years for an item of clothing to completely decompose in a landfill. In that process, greenhouse methane gasses and toxic chemicals are released into the environment.

“We not only have a responsibility to serve the children in our community, but we must protect the environment while accomplishing our mission,” says Mickey Cockrell, CEO & Co-Founder of Catie’s Closet. “Our work protects the future of our children and the planet by meeting the basic needs of children in need and reducing the damaging effects discarded clothing has on the environment.”

The organization operates an In-School Closet Program and SOS Urgent Response Program, which make clothing and basic necessities available to more than 90,000 students across dozens of communities and 130 schools in Massachusetts and New Hampshire.

Catie’s Closet’s environmental sustainability practices are made possible in part thanks to Earth Breeze and Liberty Mutual Foundation.

The nonprofit is a proud recipient of Earth Breeze’s By One, Give Ten Program. For every package of Earth Breeze Eco Sheets™ sold, they donate ten loads of laundry detergent to organizations that serve individuals in need. With its Earth Breeze partnership, laundry detergent is available in all Catie’s Closets, offering students a simpler solution for washing clothing, regardless of their access to a washing machine. Every package of Earth Breeze detergent sheets helps save water and reduce unnecessary waste.

Catie’s Closet is also a recipient of the Liberty Mutual Foundation Climate Resiliency Grant. This grant enables Catie’s Closet to launch environmentally friendly campaigns, like this Earth Month promotion, that inspire individuals and companies to recycle their gently used clothing.

Additionally, Catie’s Closet is proud to be an approved nonprofit partner of 1% for the Planet, a global organization that ensures our planet and future generations thrive. Corporate members of 1% for the Planet commit to donating at least 1% of annual sales directly to environmental organizations. Catie’s Closet is among those organizations.

To learn more about Catie’s Closet and its programs, visit catiescloset.org. You can view the Earth Month Involvement Packet [here](#).

FOR THE FUTURE OF OUR CHILDREN AND OUR PLANET



JOIN US IN CREATING CONFIDENT STUDENTS AND A HEALTHY PLANET THROUGH ACTION THIS EARTH MONTH.



DONATE ITEMS

Recycle your gently used clothing by hosting a drive! We provide you with a customized digital flier with your logo and reusable donation boxes. Pick up options are available for qualifying locations.



DONATE TIME

Our Distribution Centers are excited meet you for National Volunteer Month! We are looking for groups of up to 15 volunteers to come sort and process donations for two hours.



HAVE A PARTY

Sort and process the collected donations from your drive right in YOUR office using our processing kit, containing instructions and all the materials you and your team will need to sort your items. \$250

Photo cutline: Throughout the month of April, Catie’s Closet is giving community members the opportunity to join its work to help protect the planet and the futures of our youth. The organization provides opportunities to recycle youth clothing and get involved with its mission through volunteering. Catie’s Closet currently provides 90,000 children in need with life-changing access to clothing and basic necessities across Massachusetts and New Hampshire. Learn more at catiescloset.org.

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Established in 2010, Catie’s Closet is a 501(c)(3) non-profit organization that gives students in need life-changing access to



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clothing and basic necessities. With its In-School Closet Program and SOS Urgent Response Program, the organization serves more than 90,000 students. Catie's Closet is offered in more than 135 schools across 11 school districts in Massachusetts and New Hampshire with distribution centers in Dracut, Boston, and Springfield, Massachusetts. More information is available at catiescloset.org.