

# MAYOR'S FUND TO ADVANCE NEW YORK CITY

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MAYOR, CITY OF NEW YORK

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CHAIR, BOARD OF ADVISORS

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PRESIDENT

**FOR IMMEDIATE RELEASE**  
**December 13, 2012**

## **MODELL'S DONATES TO NEW YORK CITY'S HURRICANE RELIEF EFFORTS**

*Modell's Sporting Goods Provided Over \$250,000 in In-Kind Support Including Blankets, Gloves, Warm Apparel, and Footwear*

The Mayor's Fund to Advance New York City announced today that Modell's Sporting Goods has contributed over 6,000 units of warm clothing, blankets and footwear worth over \$250,000. Modell's – with the help of partners like Under Armour, Fabrique, Carhatt, Adidas, and Champion – donated 3,000 fleece blankets, over 1,000 pairs of shoes, and over 2,200 units of cold gear, including thermals, socks, flannels, jackets, and sweatshirts. The items were donated to help families in shelters in Queens, Manhattan, Staten Island, and Brooklyn.

“As the temperatures drop, these warm clothes, blankets and other necessities are providing comfort to New Yorkers in a time of need,” said Megan Sheekey, President of the Mayor's Fund to Advance New York City. “We are grateful to have partners like Modell's who are committed to New York and its recovery.”

“New York City has been Modell's Sporting Good's home since 1889. We see our associates, the customers and our local communities as our family. We felt it only right to assist with relief and recovery after the storm. Our company will continue to stay involved as we move into the rebuilding stage,” said Mitchell Modell, CEO & President of Modell's Sporting Goods.

Modell's also coordinated a dollar donation campaign in all stores located in New York City. The company raised over \$30,000 that will go towards the Mayor's Fund to Advance New York City for hurricane relief efforts. In addition, Modell's is also partnering with City Harvest on a canned food drive and with Goodwill & WPLJ on a clothing drive to further assist those affected by the storm.

The Mayor's Fund to Advance New York City, a 501(c)(3) nonprofit organization dedicated to innovative public-private partnerships and programs for the City of New York, is accepting financial donations to support hurricane relief efforts. One hundred percent of donations are being dispersed to relief efforts and organizations. Grant funds have helped to support the supply and transport of emergency needs including hot food, toiletries, baby supplies, cleaning materials, warm clothing and medications to communities hit hardest by the hurricane. The Mayor's Fund is also committed to longer-term rebuilding and restoration efforts including assistance for displaced families, schools, small businesses, nonprofit organizations, parks and other impacted groups. In addition to securing in-kind donations, the Mayor's Fund has raised more than \$45 million to aid the City's recovery and restoration projects.

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For more information on the Mayor's Fund to Advance New York City visit [www.nyc.gov/fund](http://www.nyc.gov/fund) and to donate:

- **Text:** NYCFUND to 50555 to donate \$10 using your mobile phone.
- **Online:** [www.nyc.gov/fund](http://www.nyc.gov/fund)
- **Call:** 212-788-7794
- **Mail:** make check payable to Mayor's Fund to Advance New York City, 253 Broadway, 8th Floor, New York City, New York 10007 (note: NYC Hurricane Relief)

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