

Kids Helping Kids by Kids Way Inc.

'Making a Warmth of Difference'

Winter Apparel Program a Great Fit for Nassau County

KIDS HELPING KIDS
"Making a Warmth of Difference"



Delivery to Nassau Agencies with Nassau County Executive Ed Mangano & Hempstead Supervisor Kate Murray



Delivery to The Mary Brennan INN guests with Communications Director Cynthia Suchi



Delivery to Education Assistance Corporation President & CEO Lance Elder



Photo from November 20th 2012 pre-Thanksgiving delivery 167 cartons or 3000 units



St Edwards Parish Social Ministry Outreach Students get ready to delivery donated apparel

The Long Island based 501 (C) (3) not-for-profit organization Kids Helping Kids by Kids Way, Inc. has launched the 2012 Ninth Annual "Making a Warmth of Difference" winter apparel drive. We have received well-over 6000 plus units of donated "new only" branded coats and winter related apparel. Although many other agencies donate used clothing, which we know there is a great need for and is greatly appreciated, we felt that kids deserve "new" clothing and have geared our program in this direction. All apparel received is 100% distributed to needy families and their children throughout Long Island and the surrounding areas (photos above are from 2011- 2012 donation recipients). We have distributed "new" coats, fleece, sweaters, hats, gloves, pajamas or other winter related apparel for infant/toddlers, boys/girls and young men's/juniors. This keeps a child and their family hearts and bodies warm for the upcoming cold winter months. We call the program "Making a Warmth of Difference" because a child is receiving a gift of warmth for the holiday season and cold winter months upon us. Our not-for-profit slogan "Making a World of Difference" says it all; as a family in need, with limited or no income, now won't have to pay hundreds of dollars for a new winter coat or related apparel for their child.

Kids Way Inc. Executive Director Bob Eslick said "many Long Island families are facing very tough economic times, especially since Hurricane Sandy, and this apparel will most certainly come in handy during the cold winter months upon us." This program focuses on obtaining new only winter apparel rather than used, to give children and families in need something special. "A lot of kids today, especially those that live in economically challenged areas, don't often get new things," Mr. Eslick said and "this is their opportunity". We will deliver in excess of \$400,000 (MSRP) in winter related apparel in 2012 via the "Making a Warmth of Difference" winter apparel program and to date since the inception of the program over \$1.4 million dollars in donated new only branded apparel has been delivered by the Kids Helping Kids by Kids Way Inc. organization to Long Island kids and families most in need.

Kids Helping Kids by Kids Way Inc. has worked very closely with several Nassau County agencies in need of this apparel so those most in need will benefit. Some of the agencies that have benefited from these donations include the Education & Assistance Corporation, The Salvation Army, The Mary Brennan INN in Hempstead, Circulo de la Hispanidad, Family & Children's Association, C.A.S.A (Coordinated Agency for Spanish Americans) among others. Another past and current recipient of apparel from this program is Nassau County Social Services. The Department of Social Services Commissioner, Dr. John Imhof. Commissioner Imhof noted that since its inception the KHK organization and the "Making a Warmth of Difference" program has collected and donated thousands of "new" coats, fleece and other winter related apparel to Nassau County. In addition Commissioner Imhof said that "Kids Helping Kids is an outstanding role model showing how youngsters reach out and care about kids less fortunate than themselves, especially in times of need".

Kids Helping Kids by Kids Way Inc. was founded in 1997 and its mission is to encourage philanthropy in young people under the age of eighteen. Kids Helping Kids is dedicated to reaching out to children's peers who may have physical limitations, health problems, emotional needs, etc. Kids Helping Kids helps foster empathy for youngsters in need by creating an environment of understanding, working together to develop ways in which the children can help each other. Our corporate mission statement reads: **If we as Kids can teach the youth of America to help each other at such a young age, Kids Helping Kids, Imagine what we can do for each other when we become teenagers and adults. After all, the youth of today is America's future tomorrow. Kids Helping Kids "Making a World of Difference"**

Please be advised that we are holding this year's special "Making a Warmth of Difference" winter apparel program launch on Wednesday December 12th 2012 at 11:00 AM at the world renowned Oheka Castle courtesy of owner Gary Melius. We added a personal touch this year by inviting over 100 plus kids with their families from several Long Island agencies to the "Making a Warmth of Difference" winter apparel program launch. Oheka Castle will be a "special experience" for kids and their families alike who may otherwise never have the opportunity to see Oheka Castle said Kids Helping Kids co-Founder Philip M Eslick. Please note that a light buffet luncheon will be served to continue the festive atmosphere. We hope you will come out and support this great cause. Bring your friends and business associates. It's a time to rejoice and bring hope and warmth to the hearts of kids and their families here on Long Island and beyond. For further event information please contact Robert Eslick, Executive Director of Kids Helping Kids by Kids Way Inc. at 516-249-9449 or email us at happykidsclub@aol.com

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