

Outfitters, Inc.
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Pendleton, IN 46064

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Media Advisory

Event: Time for Change
Date(s): Month of February
Where: South Madison County



January 15, 2008



February 1s. . .Time for Change

Outfitters Inc. is holding its first community-wide fundraising event called Time for Change. Time for Change is a change drive that will take place throughout the month of February in South Madison County. Schools, churches, businesses and individuals will all work together to collect loose change to benefit Outfitters, the local public charity that has provided free clothing to over 800 children in the South Madison Community School Corporation.

“It’s always amazing to me how fast loose change adds up,” comments Michelle Marks, Director of Development for Outfitters. “Tri Kappa collected loose change during one of their meetings and raised over \$200 in one night. I thought of the idea when I ran across an organization on the internet in New York where school children collect millions of dollars each year to benefit various charities – just by collecting change. It’s something easy, and everyone has loose change in their pockets, around the house, or in the car. It’s also fun for the kids, because they can go treasure hunting to find the coins,” states Marks.

Area schools will participate by having children bring in change to their classrooms. Local churches will have donation boxes available for their members to donate their change. Businesses throughout South Madison County will have donation containers on their counters for customers and employees.

“We wanted it to be very easy for individuals to donate their loose change, so we will have donation boxes placed at Boles Chevrolet, Rickers, Pendleton True Value Home Center and the Pendleton Community Public Library,” says Marks. “All these places are open in the evening, so individuals can stop by at their convenience and drop off their change.”

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Outfitters provided clothing for over 500 children this school year giving each child 6 shirts, 5 pairs of pants, 7 pairs of underwear and socks, a lightweight jacket, a dress or skirt set for the girls and a \$25 shoe voucher to Kohls or Shoe Carnival – all FREE OF CHARGE. Monetary donations are critical to ensure that Outfitters is able to continue to provide this valuable service to families in need in South Madison County.”

“Sometimes people think they can’t make a difference in the world, but it truly is amazing how when everyone just does a little, it adds up to something wonderful. Those who have given to Outfitters have given children in this community a very special gift. They’ve made these children smile and feel good about themselves. They’ve also given struggling parents a sigh of relief knowing that the clothing for their children is taken care of.”

To make a monetary donation to Outfitters, please make checks payable to Outfitters and mail to 123 ½ W. State, P.O. Box 164, Pendleton, IN 46064-0164. Outfitters is a tax exempt 501(c)3 charitable organization. Donations are tax deductible. For more information about Time for Change or Outfitters, contact Outfitters at 778-9097 or visit Outfitters website at www.outfitters4kids.org.

Outfitters, tax exempt 501(c)3 charitable organization, provides new and quality used, in-style clothing to children in need in South Madison County – FREE OF CHARGE. Over 1000 children participate in the free and reduced lunch program in South Madison School Corporation. Since opening its store in August 2005, over 800 children have come to shop in the store. Outfitters has distributed over 6,000 pants/shorts, 8,000 shirts, 12,000 pairs of socks and underwear and many jackets, dresses, shoes and accessories. For more information regarding Outfitters, call 765-778-9097.

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