



# WARNERS' WARM-UP

Teaming up to keep the  
Bi-State warm since 2001

**November 1-14**



OPERATION  
FOOD  
SEARCH

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For Immediate Release

## WARNERS' WARM-UP BACK TO WARM BI-STATE

*\* Two-Week Community Winter Coat Drive Started by Kurt and Brenda Warner  
Back for 15<sup>th</sup> Year with Drop-off Locations Throughout the Region\**

**ST. LOUIS, Mo.** – Kurt Warner will long be remembered in St. Louis for leading the St. Louis Rams from worst to first during the 1999 NFL season which culminated with a Super Bowl Championship. Fifteen years after its inception, more than 10 years after Kurt & Brenda Warner left St. Louis, and over 190,000 coats later, the Warners' Warm-up Coat Drive has become a dependable resource for men, women and children in the Bi-State who need assistance. The familiar couple is once again rallying the Bi-State community with a call to donate new and gently-used winter coats for those struggling this winter. The Kurt Warner First Things First Foundation, in collaboration with Operation Food Search, is teaming up with FedEx Office, Walgreens, LookAfter Hair Company, A-Mrazek Moving Systems, USAgain, Mattress Firm, United Way of Greater St. Louis, the Gateway Region YMCA, U-Haul and participating A+ Cleaners, Credit Unions and police stations in both St. Louis and Southern Illinois – for the fifteenth annual Warners' Warm-up Coat Drive.

Warners' Warm-up will be held **Sunday, November 1st through Saturday, November 14<sup>th</sup>**. As in past years, Metro St. Louisans are encouraged to donate new and/or gently-used winter coats which will be distributed to schools, homeless shelters and other social service agencies throughout the bi-state region this winter by Operation Food Search. While winter coats of every size and shape are needed, the greatest need is for children's coats and new coats. Monetary donations are also encouraged via the First Things First website [www.kurtwarner.org](http://www.kurtwarner.org). A \$25 donation will buy a new winter coat for a child in need.

From November 1 - 14, individuals may drop off new or gently-used winter coats at area Walgreens, FedEx Office, LookAfter Hair Company, Mattress Firm, USAgain bins, Gateway Region Y locations and participating local police stations and credit unions in the bi-state region. A-Mrazek Moving Systems has once again donated the collection boxes, and A+ Cleaners will service gently-used coats in need of cleaning.

“It's hard to believe we've been doing this drive for 15 years with more than 190,000 coats distributed in the Bi-State,” said Brenda Warner. “We believe in the generosity of St. Louis to help us bless thousands more people with this year's drive,” added Kurt.

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First Things First and Operation Food Search conduct the region-wide drive in seven counties (St. Louis, St. Louis County, St. Charles County, Jefferson County, Franklin County, Madison County and St. Clair County). Bi-state residents will no doubt find a convenient place to donate coats with **over 700 drop-off locations**. A complete list of locations is available at [www.kurtwarner.org](http://www.kurtwarner.org). First Things First is also inviting other businesses, schools and organizations to host their own coat drive. Interested parties can visit [www.kurtwarner.org](http://www.kurtwarner.org) or call 877-FIRST 13 for more details.

The Warners' Warm-up coat drive began in 2001. In years one through three, the collection was held prior to a Rams game at the Dome where an average of 10,000 coats and \$5,000 was collected annually from Rams fans. These coats were donated to social service outreach centers, homeless shelters and schools across the metropolitan region by Operation Food Search. In 2004 with Kurt's departure from the Rams, the drive expanded to a community-wide effort resulting in 10,000 coats. In 15 years, Warners' Warm-up has become an important community resource for thousands of Bi-State residents who are in need of proper winter outerwear.

Operation Food Search, the largest distributor of free food and household items in the Bi-State region and co-founder of Warners' Warm-up, will distribute the coats to the men, women and children in the MO/IL metropolitan area who need them most. Operation Food Search's network of member agencies reaches as far as the net cast to collect the coats, so each community will know their neighbors are benefiting from St. Charles County to St. Clair County.

“Warners' Warm-up has continued to shine a light to the needs of so many living in poverty,” said Sunny Schaefer of Operation Food Search. “The coats collected do much more than provide warm outerwear for people. They let them know others care.”

Established in 2001 by Kurt and Brenda Warner, the First Things First Foundation is a 501(c)(3) public charity which creates and implements programs and projects such as trips to Disney World for ill children, building recreation centers in children's hospitals, and rewarding single parents as they achieve the dream of home ownership. The foundation's efforts exist to bless and improve the lives of families in St. Louis, Phoenix, and the Warners' home state of Iowa. All projects are centered on the Warners' life theme of putting faith and family first. To find out more about the First Things First Foundation, please visit [www.kurtwarner.org](http://www.kurtwarner.org).

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