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**RENO GUARDIAN ANGELS LAUNCHES NEW CAMPAIGN TO DISTRIBUTE
BLANKETS, HATS AND GLOVES TO DOWNTOWN HOMELESS**

Local citizen safety patrol seeks donations to help the community they protect.

RENO, Nev. – December 8, 2008 – The Reno chapter of the Guardian Angels has announced the launch of their first-ever Blanket-Bundle Drive to help the homeless residents of Downtown Reno bear the freezing temperatures over the Holiday season.

The Guardian Angels is a non-profit organization founded in 1979 in New York City by Curtis Sliwa. Since then, the Guardian Angels has become a global network of volunteers who donate their time to, without weapons, patrol high-crime areas, deter violence and drugs, and help ensure that citizens can enjoy their communities without fearing for their safety. Sliwa was recently honored as the recipient of the Salvation Army's 2008 Pinnacle of Achievement Award, and has also been invited to be their 2008 Christmas Campaign Chair.

In Reno, the local chapter of the Guardian Angels patrols the Downtown streets on weekend nights, typically starting around the UNR campus, and working their way down Virginia Street. Their red berets and the Guardian Angels logo can also be seen at community events and festivals. Simply due to their presence, and their communication and interaction with law enforcement agencies, they bring needed attention to crime-prone areas to make pedestrians feel just a little safer. With the launch of this blanket drive, they hope to make the Downtown homeless a little warmer, as well.

The Chapter plans to give away 100 blanket bundles, at a location still to be determined by the group. Each blanket bundle will contain a 4-foot by 5-foot signature-red fleece blanket with Guardian Angels logo, a red stocking cap and a pair of men's large black fleece gloves with cinched wrist and clip. The bundle is contained in a polyester carrying strap, allowing the items to be easily carried and stored.

“We’re a small local chapter, but when we saw the tents go away, and the huddles of people in alleys Downtown, we wanted to do something,” says Ed Park, a Reno resident who has served as the local Chapter Leader for the Guardian Angels since 1996.

“Helping a hundred of our homeless stay warm this winter is much better than doing nothing all.”

The first step, explains Park, is to raise the money to buy the blankets, hats and gloves -- and they are on a very fast timeline. The Chapter is hoping to raise \$2,000 in the next week, in order to meet their goal of distributing blanket bundles to the Downtown Reno homeless on Tuesday, December 23.

“We’re very fortunate that some businesses have come forward to offer discounted items, reduced rates and free shipping,” adds Scott Tootell, a chapter member and spokesman, who conceived the idea with Park and who is working with Flexativity, a local marketing agency, to coordinate the campaign.

“I’m so impressed with the wonderful work that the Guardian Angels are doing and am so happy to help,” says Janet McCormick of Urban Apparel Warehouse. The wholesale distributor, with a warehouse in Reno, is helping to expedite the delivery of the items, to ensure the group can meet their goals.

“We’re confident that we can raise the money and get the blankets out there fast,” Tootell adds. “If we can get a hundred people to donate twenty bucks, we’re there.”

If the campaign is a success, Tootell says the organization hopes to purchase additional blanket bundles so that the organization can help as many people as possible. “We had to start somewhere,” Tootell explains. “If it’s well-received, we’ll keep going.”

To donate to the Reno Guardian Angels blanket-bundle campaign, please visit www.renoguardianangels.com. A donation of \$20 will pay for one blanket bundle. All donations are tax deductible, and donors will receive receipts for tax purposes. For more information, or to donate in person, contact Scott Tootell at 775-343-9242 or at renoangels@flexativity.com.

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About the Reno Chapter of the Guardian Angels: The Reno Chapter of the Guardian Angels was founded by Ed Park in 1996. Park was a member of the San Francisco chapter of the Guardian Angels before moving to Reno. The Reno chapter is now the third longest-running chapter of the organization. Membership numbers vary over the years, but it currently has six members who volunteer for street patrols, public events and other community service. The Chapter hopes to increase its membership through public education about the organization, and active recruitment.

<http://www.renoguardianangels.com>.

About Guardian Angels: The red beret of The Guardian Angels has become an icon for safety around the world. Founded in 1979 by Curtis Sliwa, The Guardian Angels began as a group of 13 dedicated volunteers who patrolled the subways, streets and neighborhoods of New York City to combat and deter crime. The organization has evolved into today's global network of Angels - volunteers from all walks of life, respected by law enforcement, welcomed by citizens and applauded by governments. Visit www.guardianangels.org for more information.

About Flexativity: Flexativity, Inc. is a full-service marketing agency based in Northern Nevada, with a wide variety of clients around the world. Founded by veteran marketer Tracy Tootell, Flexativity is an expert in integrated marketing strategy, working with visionary companies who are looking to improve their game. To learn more about Flexativity, visit www.flexativity.com.