

## Tracy Tootell

**From:** Scott Tootell, Reno Guardian Angels [newsletter@flexativity-inc.ccsend.com] on behalf of Scott Tootell, Reno Guardian Angels [renoangels@flexativity.com]  
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**FOR IMMEDIATE RELEASE**  
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**RENO GUARDIAN ANGELS CONTINUE THEIR EFFORTS TO PROVIDE BLANKETS,  
HATS AND GLOVES TO RENO'S DOWNTOWN HOMELESS.**

*Local members of the citizen safety patrol group pound the pavement  
to collect donations of all sizes.*

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RENO, Nev. - December 12, 2008 - The Reno chapter of the Guardian Angels continues to raise funds for their first-ever Blanket-Bundle Drive to help the homeless residents of Downtown Reno bear the freezing temperatures over the Holiday season. In teams, chapter members have been going door-to-door to solicit as many donations as they can, as fast as they can.

The Chapter hopes to give away 100 blanket-bundles to homeless recipients on December 23. But despite the positive response to the campaign, the fundraising is falling short of their \$2,000 goal for 100 blanket-bundles.

"We've received donations from one dollar up to forty dollars, in person and on our Web site [www.renoguardianangels.com](http://www.renoguardianangels.com). That's how we're going to achieve success - one dollar at a time," says Scott Tootell, a chapter member and Spokesman, who conceived the idea with Chapter Leader Ed Park and who is working with a local marketing agency to coordinate the campaign. "We will spend whatever money we get to help as many people as we can."



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've been asked why we're adding our logo," says Tootell, who explains that the white Guardian Angels logo is not being printed for advertising or self-promotion, but for two other reasons.

"We think it's important that the recipients of the blankets, hats and gloves know that we're looking out for them, so they don't get nervous when they see us on the streets, and they will trust us to patrol near them." Tootell also explains that the logo helps the group find, dispose of

or recycle any abandoned blankets. "And we've had donation on the silk-screening, so it's not a big factor in the cost."

Patrolling in groups on weekends and during special events, the presence of the Guardian Angels deters criminal acts, violent situations and drug transactions. Their regular route includes Virginia Street from the UNR campus to California Street, and areas of Fourth Street. The group plans to include portions of Wells Avenue, as well, on the request of business-owners who complain of an increasing criminal element.

"We're a small local group, and there seem to be more and more agencies and organizations asking for donations this season," says Ed Park, a Reno resident who has served as the local Chapter Leader for the Guardian Angels since 1996. "Much of that fundraising is focused on food, toys, and trees, and that's wonderful - there's so much need for the holiday. Our focus is on the basic need of warmth, which could mean the difference between life and death for some of these people - people who may not know where else to go to get help."

In order to get the blankets, hats and gloves in time, they need to keep working fast, and will continue their door-to-door efforts. The chapter is hoping to raise \$2,000 total, and they are about 31 percent of the way there.

"We know this will make a real difference for the people who get the blanket-bundles, so we're excited," says Tootell. "And we're so grateful for the many generous donors who have given us their money, despite the economy and their personal needs."

To donate to the Reno Guardian Angels blanket-bundle campaign, please visit [www.renoguardianangels.com](http://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](mailto: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. [www.renoguardianangels.com](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](http://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](http://www.flexativity.com).

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