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MEDIA CONTACTS:

Scott Tootell
Public Relations Director, Reno Guardian Angels
VP Business Development, Flexativity, Inc.
(775) 343-9242
renoangels@flexativity.com

Ed Park, Chapter Leader
Reno Guardian Angels
(775) 745-7485
renoangels@aol.com

VOLUNTEER ORGANIZATION HOPES TO DOUBLE THE NUMBER OF BLANKETS THEY CAN PROVIDE TO RENO'S HOMELESS

*For the second year, the Reno Guardian Angels seek donations
to provide blankets, hats and gloves to Reno's homeless.*

RENO, Nev. – December 22, 2009 – The Reno chapter of the Guardian Angels is again accepting donations for its annual Blanket-Bundle Drive, raising money to buy and distribute blankets, hats and gloves to the homeless in and around downtown Reno.

The non-profit organization plans to distribute 200 blanket-bundles – each containing a fleece blanket, a knit hat and a pair of large fleece gloves – in mid-January. In order to do this, they need to raise \$4,000 by January 4th. Donations are accepted by mail, and online at www.renoguardianangels.com.

“We decided to launch the campaign a little later this season, and we are already getting calls wondering how people can donate,” explains Scott Tootell, a member of the local chapter who spearheads the annual campaign. “This community is so generous, and we are very thankful for the interest and support.”

Last year, the campaign raised enough money to buy over 400 blanket-bundles, quadrupling their goal. Although most of the blankets were distributed in December and January, chapter members continue to distribute the blankets year-around on an as-needed basis as they come across people in need during their walking security patrols.

Following the success of last year's campaign – an idea that was sparked locally – other chapters including San Francisco and Portland have adopted the campaign and are now raising money to help the homeless in their cities stay a little warmer and safer this winter. At the Guardian Angel's national convention in New York City last fall, the Reno chapter was honored for their innovation and dedication to their community.

“We want to keep the momentum going, to help as many people as we can,” says Tootell. “Of course, we know that our economy has been hit hard, and so many people have much, much less to work with. But that also means there is much more need out on the streets, and even a \$10 or \$20 donation will make a huge and possibly life-saving difference to someone out there who is very cold.”

In Reno, the local chapter of the Guardian Angels patrols the downtown streets on weekend nights. The signature red berets of the Guardian Angels can also be seen at community events and festivals. Their presence, and their communication and interaction with law enforcement agencies, bring needed attention to crime-prone areas in an effort to make Reno’s streets safer for pedestrians. By championing the Blanket-Bundle Drive, they strive to make the downtown homeless a little warmer, as well.

To donate money to the Reno Guardian Angels Blanket-Bundle Drive, please visit www.renoguardianangels.com or mail a donation to Reno Guardian Angels, 2868 Vista Blvd. #124-116, Sparks, NV 89434. A donation of \$20 will pay for one blanket-bundle. Reno Guardian Angels is a non-profit organization and all donations are tax deductible. Donors will receive receipts for tax purposes. For more information, 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. Visit 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.