

## **FOR IMMEDIATE RELEASE**

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### **CAMPAIGN TO PROVIDE BLANKETS, HATS AND GLOVES TO RENO'S HOMELESS DOUBLES ITS FUNDRAISING GOAL**

*The Reno Guardian Angels originally hoped to raise \$2,000. Now topping \$4,200 in donations, the volunteer group plans to leverage the momentum to help as many people as possible.*

RENO, Nev. – December 7, 2010 – The Reno chapter of the Guardian Angels will continue to accept donations for its annual Blanket-Bundle Drive, despite having already doubled its financial goal. The campaign to raise funds to purchase and distribute blankets, hats and gloves to the homeless in and around downtown Reno has received nearly \$4,200 in donations.

“It’s simply amazing. I couldn’t be happier,” says Scott Tootell, a member of the local chapter who spearheads the annual campaign. “Even in tough times, people are empathetic and generous. Many donated whatever they could, sometimes hundreds or even five or ten dollars. It all adds up, and every dollar – literally – helps another person stay warm.”

Each year, the campaign raises money to purchase blankets, hats and gloves. In addition to the blankets distributed over the holidays, chapter members carry blanket-bundles and distribute them year-around on an as-needed basis when they come across people in need during their walking security patrols.

The campaign has received welcome media attention, helping to spread the word throughout the community.

“We’ve received donations from residents of Winnemucca and Sacramento, so we know the word is getting out there. The media has been such a big help, speaking for so many homeless residents who aren’t able to tell their own story.”

The non-profit organization plans to distribute at least 200 blanket-bundles before Christmas. As more donations are collected, more blankets, hats and gloves will be purchased and distributed. Each blanket-bundle contains a fleece blanket, a knit hat and a pair of large fleece gloves contained in a polyester carrying strap, allowing the items to be easily carried and stored. Donations are accepted by mail, and online at [www.renoguardianangels.com](http://www.renoguardianangels.com).

**To donate money to the Reno Guardian Angels Blanket-Bundle Drive, please visit**

**[www.renoguardianangels.com](http://www.renoguardianangels.com)** or mail a donation to Reno Guardian Angels, 2868 Vista Blvd. #124-116, Sparks, NV 89434. This public mailbox location is not set-up to accept walk-in or item donations and is not staffed by Guardian Angels members. 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 a receipt for tax purposes. For more information, 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. Guardian Angels members 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](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 luxury, resort and destination real estate clients around the world. Created 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).