

FOR IMMEDIATE RELEASE – October 13th, 2022



KOAT 7 CELEBRATES 33 YEARS OF COMMUNITY GENEROSITY DURING ANNUAL KOATS FOR KIDS DRIVE

ALBUQUERQUE, NM – The 33rd annual KOATs for Kids coat drive is set to launch on Monday, October 17th. New Mexico families have suffered sky-rocketing inflation leading to increased economic hardship. Items as simple as a winter coat have become much more difficult to afford. The KOATs for Kids drive asks the community to come together to get new coats into the hands of New Mexico’s kids.

Viewers wishing to participate can donate a new coat, for school aged children, at multiple drop-off sites throughout the state. KOAT also partners with United Way of Central New Mexico to take donations online during the entire campaign, making it very easy to instantly contribute. Funds raised are then used to make purchases of additional coats by Alta Mira, a non-profit, serving families across the region. In 2021, more than \$30,000 was donated, along with 4,000 new coats collected.

“KOAT understands communities throughout New Mexico are facing difficult circumstances. Families and our littlest one’s needs are not being met and we are determined to help,” said President & General Manager Lori Waldon. “We’re seeing record inflation impact our neighbors and we are invigorated to see our viewers and community partners step up to make sure children have the basics to stay warm and healthy this winter.”

The KOATs for Kids runs through November 20th. New coats can be donated at participating Albertson’s Market, Blake’s Lotaburger and Nusenda Credit Union locations. Collection boxes are available during normal business hours and will be picked up weekly. A complete list of drop-off site addresses can be found at KOAT.com/koatsforkids.

The KOATs for Kids coat drive is sponsored by Nusenda Credit Union, Albertson’s Market, Archuleta Restoration and Remodel, Western Sky Community Care, Blake’s Lotaburger, IBEW Local 611, PNM and Avangrid. And supporting sponsors Fidelity Investments. Community partners include United Way of Central New Mexico, Alta Mira and New Mexico National Guard.

About KOAT Channel 7

KOAT is New Mexico’s broadcast/digital media leader, providing news, weather, community service and entertainment on multiple platforms including KOAT Channel 7, koat.com, and the KOAT mobile app. Founded in 1953, KOAT is committed to its mission to serve the state of New Mexico with quality local content. The station has been honored with numerous prestigious national broadcasting honors including multiple recognitions as Television Station of the Year by the New Mexico Broadcasters Association, the RTDNA Edward R. Murrow Awards, the regional Emmy’s, Associated Press Awards, and Walter Cronkite Awards. KOAT, an ABC affiliate station, is owned by Hearst Television Inc., a wholly owned subsidiary of the Hearst Corporation, a leading media company whose global holdings include 29 television stations and two radio stations. Follow us on Facebook ([koat7](https://www.facebook.com/koat7)) and Twitter ([@koat7](https://twitter.com/koat7)).

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KOAT TV 3801 CARLISLE BLVD NE ALBUQUERQUE NM 87107