

Press Release

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GreenTown Los Altos Hosts the First Ever Green Coat Exchange!

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The GreenTown Los Altos Coat Exchange on November 14 at the Los Altos Youth Center was a successful event- and it appears to be the first of its kind in the U.S.! GreenTown Los Altos collected over 400 coats over the last three weeks. About 85 coats changed hands Saturday at the Los Altos Youth Center where the Exchange occurred, and over 320 remaining coats will be going to InnVision Shelter for families in need.

Barbara O'Reilly, a GreenTown volunteer, said, "The people who attended were very excited to have this opportunity to buy pre-owned coats, especially for their kids. They said they hope we do it again next year."

Many coats were of very high quality, including Saks Fifth Avenue, Calvin Klein, Jones New York, REI, Lands End, London Fog, and many other great brands, most in very good condition. There were a lot of very warm coats, but also several designer coats, and dress coats. Most coats were priced between \$5-\$20, and if people brought in coats to exchange they received a credit toward a "new" coat.

Here's the results breakdown:

- About 55 coats were sold, bringing GreenTown Los Altos \$700 to support operations and programs.
- About 30 coats were given to people who brought coats in for exchange.
- Over 320 coats will be taken to InnVision Shelter this week, where they can be given out to homeless and at risk families; plus the Four Seasons coats, which will be delivered in a couple of weeks to InnVision.

The GreenTown work force included 16 volunteers and the support of many businesses which acted as collection points. Peets Coffee donated coffee and pastries for the event. The Alain Pinel office in Los Altos was the most successful collection point, as well as Springer and Loyola Schools, and the Gap Store at Stanford.

Kacey Fitzpatrick, Executive Director of GreenTown Los Altos, said, "Every project we undertake requires a significant amount of volunteer energy, and the Coat Exchange was no exception. Our volunteers were outstanding, including half a dozen high school students. We had fun and learned a lot, and hope we can do something similar in the future, but we need to wait and see if the commitment will be there relative to other priorities."

Grail Nitsch, who co-led the project, said, "We educated, made money, contributed to the community as whole and the shelter system and we inspired high school students to follow our footsteps in being green. Green Town Los Altos is truly raising the bar in encouraging sustainability—for our community, our children, our awareness and our hearts and lifestyle."