

FOR IMMEDIATE RELEASE:

December 2003

THE BOOK BANK FOUNDATION & JOSH EVANS, DEFENSIVE TACKLE #91 FOR THE NEW YORK JETS TO HOST HOLIDAY COAT AND CLOTHING DRIVE AT THE BOWERY MISSION.

Who: Homeless and struggling men, women and children coming to go holiday shopping for themselves and their families. Each guest will receive up to six (6) articles, new pieces from New York's top clothiers and gently used items donated from caring and prominent citizens.

When: Tuesday, December 23, 2003 from 11am – 3pm.

Where: *The Bowery Mission*, 227 Bowery Street, NY, NY, (Between Prince St. & Spring St)

How: Through the initiative of *The Book Bank Foundation* to influence young people on a positive level, and by inspiring leading New Yorkers such as **Josh Evans, Defensive Tackle #91 for the New York Jets**, there will be a full day of shopping and gifts for hungry and homeless people in time for the holidays.

Why: *Glenn Toby*, Founder of *The Book Bank Foundation*, feels the coat and clothing drive is a wonderful gift to give needy families and plans for the foundation to make it an annual event. In agreement with Mr. Toby, *Jamez Williams*, Executive Director, has high hopes that this clothing drive will exceed well beyond expectations. He further adds, "Don't throw your clothing away; throw them our way."

Josh Evans, who is a spokesperson for *The Book Bank Foundation*, is supporting the event by asking all New Yorkers to donate their gently used clothing for this holiday drive. Josh believes that "warm minds should also have warm bodies." He further adds, "The gift of giving is eternal; having this event around the holidays will show our communities that they are loved and never forgotten."

The Book Bank Foundation is a literacy program that utilizes creative resources in order to get young men and women excited about reading and thinking. Since its creation, *The Book Bank Foundation* has influenced the lives of over 100,000 children nationwide and is continuing the tradition by asking the Tri-State communities to support this glorious, gift-giving event.

The Bowery Mission, founded in 1879, is one of New York's oldest and most respected institutions dedicated to homeless people. The Mission's programs include an after-school program and camp called Kids With A Promise, which serves inner-city children; the Transitional Center, an extensive six to nine month program to help men break addictions, find jobs, and then move into their own apartments; and the Women's Initiative, which provides parental skill development, career training, and household management to assist women in making their independent living a success.

If you have any questions or need further information regarding this holiday event or *The Book Bank Foundation*, please contact *Yvette Hayward* at: (212) 427-0169, or via email at yhaywardinc@yahoo.com. For information regarding *The Bowery Mission*, contact *Lindsay DiLorenzo* – Rubenstein Associates, Inc. at (212) 843-8025 or ldilorenzo@rubenstein.com via e-mail.

www.thebookbankfoundation.org.