

City of Lewiston Press Release

Members of the Media: Below is a press release noting that the **Lewiston Firefighters Association, through participation in OPERATION WARM, will provide 100 Androscoggin Head Start children with brand-new, made-in-America winter coats on November 26th.** Any media coverage you could render would be greatly appreciated. Thanks, Dottie

**PRESS RELEASE
November 20, 2013**

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FOR IMMEDIATE RELEASE

LEWISTON: Continuing its efforts to give back to the local community, the **Lewiston Firefighters Association (LFA) will be donating 100 coats to the children of Androscoggin Head Start & Child Care on Tuesday, November 26th, at 9:30 a.m. at Lewiston Central Fire Station, Two College Street. The coats originated from LFA's fall OPERATION WARM outreach.**

Lewiston firefighters joined the International Association of Firefighters (IAFF) affiliates across the country earlier this year to participate in **OPERATION WARM** to provide brand-new, made-in-the-USA winter coats to impoverished children. Since 1998, **OPERATION WARM** has provided the gift of warmth to more than 1.2 million children.

According to Rick Cailler, LFA President, more than 17.5 million children live in poverty in the U.S. and Canada—1 out of 5 children. Lack of a coat can contribute to a perpetual cycle adversely affecting children's health, nutrition, physical fitness, and academic performance. Without a warm coat, children are more susceptible to illnesses and more prone to miss school. Frequent absences negatively impact academic success. By missing school, children are also deprived of essential school-provided nutrition, and research conducted by the USDA Food and Nutritional Service reveals that there is a direct correlation between nutrition and academic performance. Last but certainly not least, Cailler notes that a winter coat enables children to participate in outdoor play during recess, resulting in much needed physical activity, an essential component of a healthy mind and body.

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