



PRESS RELEASE

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Burlington Stores, K.I.D.S./Fashion Delivers & ABC's *Good Morning America* Celebrate Tenth Anniversary: *Warm Coats and Warm Hearts Coat Drive*

To commemorate this decade-long partnership, we are on a mission to warm the hearts of Americans nationwide”

BURLINGTON, NJ, November 14, 2016 – Burlington Stores, a leading national off-price retailer, is excited to announce the launch of its tenth annual *Warm Coats and Warm Hearts Coat Drive*, in partnership with ABC's *Good Morning America* and the national non-profit organization, K.I.D.S./Fashion Delivers. With almost 43.1 million Americans living in poverty according to the 2015 US Census, together they are on a mission to keep families warm this winter.

Over the past nine years, millions of Americans, including celebrities, have donated more than 1.6 million coats to those in need nationwide. For the tenth year, Burlington is inviting shoppers to donate gently-worn coats at drop boxes located in Burlington store locations nationwide. K.I.D.S./Fashion Delivers pairs each Burlington location with a participating agency to distribute the donated coats to help those within their local community. As a thank you, those who donate a coat will receive an offer for 10 percent off their entire purchase at Burlington through January 23rd, 2017, the concluding day of the coat drive.

Burlington ramped up their philanthropic endeavor this year by hosting a nationwide contest to find the next young superstar artist to design a panel of the coat donation box for the tenth annual *Warm Coats and Warm Hearts Coat Drive*. The contest, open to children aged 3-12, was won by Danielle Biondi of Hillsborough, NJ. As part of her prize, she joined Burlington on ABC's *Good Morning America* this morning for the unveiling of the 2016 coat donation box featuring her winning artwork. Additionally, she will receive a donation of 500 new coats to be donated to her local Burlington store assigned agency, Goodwill Rescue Mission, along with a Burlington gift card. The runner-up, Marissa France of Winston-Salem, NC, will receive a donation of 250 new coats to donate to her nearby Burlington store assigned agency, The Winston Salem Rescue Mission and a Burlington Gift Card. Following are details on these two local coat donation events:

- In mid-December, Biondi and her classmates will donate the 500 new coats provided by Burlington, to families associated with the Goodwill Rescue Mission in New Brunswick, NJ, coordinated by K.I.D.S./Fashion Delivers.
- On December 6th, France and many of her friends from her gymnastics class will donate 250 new coats, provided by Burlington, to families associated with the

Winston-Salem Rescue Mission, in Winston-Salem, NC, coordinated by K.I.D.S./Fashion Delivers.

"This is a milestone year for our Warm Coats and Warm Hearts Coat Drive and at Burlington we are committed to giving back to the communities in which we have stores. Through this decade-long initiative, we have been able to keep millions of people warm and we look forward to continuing to spread the warmth nationwide," said Tom Kingsbury, President, Chief Executive Officer and Chairman, Burlington Stores. "Now through January 23, 2017, we are encouraging our customers to donate their gently-worn coats at any Burlington location to help a neighbor in need."

As of this morning, ABC's Emmy Award-winning news program, *Good Morning America*, helps to promote the program throughout the duration of the campaign and helps to remind its millions of viewers about the ongoing need for coats all across the country. *Good Morning America* hosts and celebrity guests will continue to donate coats, as they've done in the past, in the hopes of inspiring others to join the effort.

"We are excited to join Burlington Stores again on the Warm Coats and Warm Hearts Coat Drive, especially since this is the tenth anniversary of this program," said Lisa Gurwitch, president and CEO of K.I.D.S./Fashion Delivers. "The partnership provides coats to those who need them most through over 300 community charities nationwide. It also gives consumers an easy way to help people in need winter."

About Burlington Stores, Inc.

Burlington is a national off-price retailer offering style for less with up to 65 percent off other retailers' prices every day. Departments include ladies' dresses, suits, sportswear, juniors, accessories, menswear, family footwear and children's clothing. It also includes an assortment of furniture and accessories for baby at Baby Depot, home décor and gifts, along with the largest selection of coats in the nation for the entire family. Burlington has 594 stores in 45 States and Puerto Rico. For more, visit www.BurlingtonStores.com.

About K.I.D.S./Fashion Delivers

K.I.D.S./Fashion Delivers, Inc., a 501(c)(3) nonprofit organization, unites retailers, manufacturers, foundations and individuals to provide merchandise to families and people impacted by poverty and tragedy. Apparel, accessories, shoes, home furnishings, toys, books, school supplies and other necessities, delivers hope and dignity to people in need through a network of community partners. To date, over \$1.4 billion of donated products have been distributed, serving the poor and disadvantaged worldwide. For more information, please visit www.DonateProduct.com.

About *Good Morning America*

Emmy Award-winning "Good Morning America" is a two-hour, live program anchored by Robin Roberts, George Stephanopoulos, and Lara Spencer. Amy Robach is the news anchor and Ginger Zee is chief meteorologist. Michael Corn is the senior executive producer. The morning news program airs MONDAY-FRIDAY (7:00-9:00 a.m., ET), on the ABC Television Network.

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