



FOR IMMEDIATE RELEASE

Media Contacts:

Crystal Williams

215-790-4152

crystal.williams@tierneyagency.com

**Burlington Stores Partners with National Non-profit, Delivering Good
for 14th Annual Burlington Coat Drive**

Recent Survey by Burlington Stores finds over 75% of respondents are looking for new ways to give back; Burlington Coat Drive is a safe and easy way for people to provide much-needed warmth to their local community this holiday season

BURLINGTON, NJ, November 16, 2020 – Today, [Burlington Stores](#), a leading national off-price retailer, announces its 14th Annual Burlington Coat Drive in partnership with the national non-profit organization [Delivering Good](#), to provide warm coats to those in need within Burlington store communities nationwide. In a time when the need is greater than ever, with more than 11.1 million Americans currently unemployed,¹ customers are invited to donate a new or gently worn coat at any Burlington store location nationwide now through January 4, 2021. As a thank you for the donation, customers will enjoy 10% off their entire purchase.

Burlington Stores recently fielded a survey to better understand Americans' cleaning out behaviors and organizing closets related to the pandemic. According to the survey, nearly 70 percent of people cleaned their closet during quarantine. In addition, almost 80 percent of people have coats in their closet that they do not wear, with one of the top motivators for people to clean their closet was to donate to help someone in need. When donating, emotions and feelings people expressed were empowered, positive, accomplished, fulfilled and grateful. These findings uncovered that there is a great opportunity to collect more coats this season to help communities.

Over 65 percent of consumers were more likely to donate their coats if they knew their contributions were going to individuals in need in their local communities. That is why it is so important for Burlington to partner with Delivering Good to ensure that coats donated are kept within that store community. With over 75 percent of respondents looking for ways to give back differently this year due to the pandemic, the Burlington Coat Drive is certainly an easy way to make a difference in the lives of many individuals and families nationwide.

“With the need being greater than ever, and the cold winter months quickly approaching, Burlington is pleased to be able to continue its tradition of hosting its annual coat drive. Thanks to our partnership with Delivering Good, we are able to provide coats to those in need through customer coat donations within our store communities nationwide,” said Michael O’Sullivan, CEO of Burlington Stores. “Over the past 13 years, our customers have donated more than 2.3 million coats and we look forward to continuing this tradition.”

“Burlington’s recent survey found that almost 80% of Americans have coats in their closets that they rarely or never wear,” said Lisa Gurwitch, President and CEO of Delivering Good. “Especially with this year’s many obstacles, donating a coat is more important than ever. Thanks to our partnership with Burlington Stores, we are able to help to distribute thousands of coats to people who need them most. We sincerely enjoy working with Burlington each year to ensure that children and families receive the warmth they need, and a sense of hope during the holiday season.”

As the COVID-19 pandemic continues, this holiday season will be like no other. Burlington will continue to keep the health and well-being of its customers and associates top priority, following our safety measures and providing a clean and safe shopping experience so that they can enjoy amazing values, as well as offer a simple way to spread some warmth within their community this holiday season.

¹According to the Bureau of Labor Statistics released on November 6, 2020:
<https://www.bls.gov/news.release/pdf/empsit.pdf>

Burlington Stores Survey Methodology: Results are from a directional survey distributed by Pollfish, a mobile-based survey platform. The 1,000 respondents sampled from October 26th to November 3rd reside in communities nationwide and age ranges from 25 - 54.

ABOUT BURLINGTON STORES, INC.

Burlington Stores, Inc., headquartered in New Jersey, is a nationally recognized off-price retailer with Fiscal 2019 net sales of \$7.3 billion. The Company is a Fortune 500 company and its common stock is traded on the New York Stock Exchange under the ticker symbol “BURL.” The Company operated 739 stores as of the end of the second quarter of Fiscal 2020, in 45 states and Puerto Rico, principally under the name Burlington Stores. Burlington offers great values on a wide assortment of merchandise – with products for ladies, men, kids, baby, and the home. Every time they shop, Burlington customers can find new and amazing deals on their favorite brands – at up to 60% off other retailers’ prices. For more, visit Burlington.com and follow us on [Instagram](#), [Facebook](#), and [Twitter](#).

ABOUT DELIVERING GOOD

This year marks the 35th anniversary of Delivering Good, a 501(c)(3) nonprofit supported by new product donations from hundreds of companies in the fashion, home and children’s industries. Donating new merchandise provides these companies with a simple and effective way to help millions of kids, adults and families in need. The organization started as Kids In Distressed Situations (K.I.D.S.), providing disaster and poverty relief with new products and apparel for children. Separately, Fashion Delivers provided donations of adult apparel and home items for disaster and poverty relief, and in 2014 the two nonprofits merged; the name Delivering Good was adopted in 2017. Since the founding in 1985, over \$2 billion of donated product has been distributed through a network of community partners across the country. For more information about Delivering Good, please visit www.delivering-good.org or find us on Facebook, Twitter and Instagram at @DeliveringGood.

###