



## Press Release

### **AVENUE® Donates Plus Size Coats to Annual Jersey Cares Coat Drive**

Rochelle Park, NJ – November 23, 2009 – In an effort to make the holidays a brighter season for some local New Jersey residents, AVENUE®, a premier plus size brand in the portfolio of Redcats USA, is donating women's plus size winter coats to the 14<sup>th</sup> Annual Jersey Cares Coat Drive.

"AVENUE® associates have shown a strong commitment to local charitable organizations, and this one resonated with them since it touched our neighbors," said Gary White, CEO of AVENUE®. "It is a small step towards helping those less fortunate, especially around the holidays as the winter sets in and the need increases."

AVENUE® worked in conjunction with Mack-Cali Realty Corporation, a leading owner, manager, and developer of class A office properties and the company who leases space to AVENUE® in Rochelle Park, New Jersey, to coordinate the coat drive for AVENUE® associates.

"Many of our tenants donated generously to this important community program and we are delighted the AVENUE® team offered to donate much-needed new winter coats," said Mitchell E. Hersh, President and Chief Executive Officer of Mack-Cali.

"Even more importantly, AVENUE® was able to provide plus size women's coats, which filled a special need for this year's drive," said Sherry Lynn Fazio, Senior Director of External Affairs for Jersey Cares.

The goal of the 14<sup>th</sup> Annual Jersey Cares Coat Drive is to collect and distribute 40,000 "gently used" winter coats to at-risk men, women, children and infants who are New Jersey residents. Companies, churches, police stations, schools, and other organizations collect coats throughout the Coat Drive and volunteers sort through the donated coats and prepare them for distribution.

AVENUE® is a specialty retailer featuring plus-size women's fashion apparel, footwear and accessories in approximately 450 AVENUE® stores across 37 states and on the AVENUE® website at [www.avenue.com](http://www.avenue.com).

#### **About Jersey Cares**

Jersey Cares is a dynamic non-profit organization that works to meet compelling community needs by making volunteering easy and meaningful. We partner with hundreds of other non-profit organizations, training volunteers to manage structured, team-oriented service projects that are conveniently scheduled in the evenings and on weekends. Since the organization's inception, our volunteers have generated over thousands of hours of community service through such work as tutoring children, enriching the lives of seniors, feeding the homeless, improving the environment and comforting medically fragile infants. For more information, please see [www.jerseycares.org](http://www.jerseycares.org).

#### **About Redcats USA**

Redcats USA is a dynamic, multi-channel, web-driven home-shopping leader, with numerous well-known brands in its portfolio: AVENUE®, Woman Within®, Jessica London®, Roaman's®, KingSize®, BrylaneHome® and BrylaneHome® Kitchen sold on OneStopPlus.com®, The Sportsman's Guide® and The Golf Warehouse®. Redcats USA offers a wide range of value and quality driven merchandise categories, including men's and women's plus-size apparel, home and lifestyle products, and sporting goods/outdoor gear. Redcats USA is a Redcats Group company. For more information: [Redcats.com](http://Redcats.com).

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