



MEDIA CONTACT

Tracy Bliss
Director of Marketing and Public Relations, Visit Beloit
tracy@visitbeloit.com
d. (608) 313-1362

November 1, 2023

FOR IMMEDIATE RELEASE

VISIT BELOIT HELPS BELOIT BUNDLE UP

BELOIT, Wis. – During the months of September and October, Visit Beloit invited residents to drop off new or gently used coats, snow pants, sweaters, hats, mittens, and new socks as part of their Beloit Bundle Up campaign. There were several drop off locations throughout the city, including Visit Beloit.

The most recent Beloit Bundle Up campaign was a great success. This year, 331 items were collected that were all donated to Community Action, Inc. Plus, 20 pairs of new socks were generously collected and donated to Beloit Cares. Both Community Action, Inc. and Beloit Cares are vital organizations in Beloit that are doing significant work to help those in need.

The total Beloit Bundle Up donations collected were:

- 74 men's coats
- 87 women's coats
- 33 children's coats
- 130 pairs of gloves, hats & scarves
- 20 pairs of new socks
- 2 pairs of boots

“As so many families continue to struggle, the cost of winter clothing can be a significant expense and an expense that some cannot afford,” says Marc Perry, Executive Director of Community Action, Inc. “It’s incredibly important to equip Beloit’s children for winter weather so they can focus on their education, focus on their childhood, and focus on their friends. It’s unfortunate that we have families in a situation where they can’t meet their basic needs, and we are grateful for organizations like Visit Beloit whose generosity helps keeps families safe and warm in the winter.”

Community Action, Inc. will host an Open House Coat Giveaway at the Merrill Community Center on Thursday, November 9, 2023 from 9 a.m. to 4 p.m.

“Donating warm winter items is the perfect way to give back to Beloit’s regional neighbors in need during the holiday giving season,” stated Celestino Ruffini, CEO of Visit Beloit. This is the thirteenth year Visit Beloit has coordinated the Beloit Bundle Up clothing drive.

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Visit Beloit is Greater Beloit’s tourism champion using their expertise to generate positive economic impact and to create a vibrant community for residents and visitors.