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FOR IMMEDIATE RELEASE

VISIT BELOIT HELPS BELOIT BUNDLE UP

BELOIT, Wis. – During the months of November and December, 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, 359 items were collected along with several blankets and stuffed animals that were all donated to Community Action, Inc. Plus, 40 pairs of new socks were generously collected and donated to Youth2Youth 4 Change. The collection was 47% larger than the previous year. Both Community Action, Inc. and Youth2Youth 4 Change are vital organizations in Beloit that are doing significant work to help those in need.

The total Beloit Bundle Up donations collected were:

- 26 men's coats
- 86 women's coats
- 35 children's coats
- 67 pairs of gloves
- 74 hats
- 30 scarves
- 40 pairs of new socks
- 1 pair 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.”

Donating warm winter items was the perfect way to give back to Beloit’s regional neighbors in need during the holiday giving season. This is the twelfth year Visit Beloit has participated in the Bundle Up campaign, but in past years it’s been in conjunction with an initiative hosted by Travel Wisconsin and known as the Big Bundle Up. When Visit Beloit was informed that Travel Wisconsin would not be heading up the drive this year, they continued the drive with their own initiative and named it Beloit Bundle Up.

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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.