

# GOOD CITIZENSHIP

## Donating Shoes And Coats To Those In Need

(NAPSA)—A company that strives to keep people protected in the outdoors—regardless of the season—is spearheading an effort to protect those in need from the elements.

For a second year in a row, the Gore-Tex and Windstopper “Know What’s Inside” tour is helping to support local communities by hosting footwear and coat drives year-round throughout North America.

The tour, sponsored by W. L. Gore & Associates and an organization called One Warm Coat, will stop in various cities and ask consumers to clean out their closets by donating lightly used jackets, hats, gloves or footwear to those in need. All donated outerwear is never resold and is distributed in the local community.

During 2006, One Warm Coat collected and distributed 200,000 coats in 42 states. Consumers are encouraged to share what’s inside their hearts and make a donation when the tour stops in their city.

The “Know What’s Inside” tour is also designed to educate outdoor enthusiasts about what’s inside Gore-Tex and Windstopper garments that makes them so unique.

The centerpiece of the tour is a mobile test chamber that features an extreme weather chamber where visitors are invited to step inside and personally test the Gore-Tex “Guaranteed To Keep You Dry” promise. The weather chamber allows participants to dial up their own weather and choose from a wide range of weather conditions while wearing outerwear.

“All of the interactive demonstrations are part of a ‘please touch’ environment that lends to making learning fun, while bringing the product benefits to life and



**For a second year in a row, a national tour is supporting local communities by hosting footwear and coat drives throughout North America.**

showing how Gore products are tested for durability,” says Steve Shuster, global brand manager at Gore.

Other interactive elements on tour include a Reason To Believe Station where various demonstrations will showcase windproofness, waterproofness and moisture vapor transfer, or breathability.

In 2006, more than 44,000 people experienced the “Know What’s Inside” tour, which made 39 stops at retailers and consumer events and drove more than 25,000 miles.

For more information, log on to [gore-tex.com](http://gore-tex.com) or call (800) GORE-TEX to find out when and where the “Know What’s Inside” tour will be visiting your city and where you can make your donation of lightly used outerwear or footwear. Additional outerwear drives in your area can be found at [onewarmcoat.org](http://onewarmcoat.org).