



For Immediate Release

**The Headwear Association Kicks-off 2<sup>nd</sup> Annual National  
“Headwear for the Homeless” Campaign on December 10**

*The Headwear Association to distribute cold weather hats to men, women and children at  
local shelters and non-profit organizations nationwide*

CHICAGO – (December 8, 2008) – When temperatures dip below freezing, wearing a hat is one of the best ways to keep warm. Sadly, many of this nation’s homeless and underprivileged can not afford proper headwear to protect their head and ears during the long winter months.

Year after year, studies have shown that you lose as much as 80 percent of your body heat through your head. To help the less fortunate, The Headwear Association (THA), the oldest association in the hat trade and celebrating its centennial anniversary this year, will donate warm hats to shelters and non-profit organizations on Wednesday, December 10 in 20 cities across the country.

“Last year our members handed out more than 5,000 hats including knit, felt hats and other caps to disadvantaged people who needed them to stay warm during the winter,” said Bob Broner, president of The Headwear Association. “This campaign is so meaningful to our organization and we hope that our efforts make a small difference in the lives of those in need.” said Broner.

The participants of this year’s Headwear for the Homeless campaign include:

Bollman Hats, Reading, PA to Opportunity House Shelter

Bollman Hats, Pantropic Division, Petaluma, CA to COTTS Family Center

Bollman Hats, Bailey Division, Dallas, TX to The Bridge

Bollman Hats, Kangol Division, New York, NY - The Robin Hood Foundation

Bollman Hats to St. Vincent de Paul Center, Chicago, IL

Broner Hats, Auburn Hills, MI to Grace Center Of Hope in Pontiac, MI

DelMonico Hatter, New Haven, CT to Emergency Shelter Management Service

Dorfman Pacific, Stockton, CA to Haven of Peace Inc.

F&M Hats, to Lancaster, PA to Water Street Rescue Mission

NES Enterprises, Paterson, NJ to Eva's Village

Outdoor Cap, Bentonville, AR to Havenwood Women's Shelter; Youth Bridge;  
Seven Hills Men's Shelter; Genesis House Day Shelter; Peace at Home; Samaritan  
House; NWA Children's Shelter; Benton County Women's Shelter for Domestic  
Violence; and Salvation Army

Philadelphia Rapid Transit, Mt. Laurel, NJ to Glorious Light Ministries

San Diego Hat, Carlsbad, CA to Father Joe's Village in San Diego

For more information about The Headwear Association, please visit the website  
at <http://www.theheadwearassociation.org>.

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