



The Headwear Association Donates Thousands of Warm Hats to Shelters and Non-profit Organizations Nationwide

Annual "Headwear for the Homeless" Campaign kicks-off December 10

CHICAGO – November 30, 2010 – To help disadvantaged people keep warm this winter, [The Headwear Association](#) will donate thousands of hats to homeless shelters and nonprofit organizations nationwide on Friday, December 10.

Studies show that you lose as much as 80 percent of your body heat through your head. As temperatures outside approach freezing, wearing a hat can be one of the best ways to keep warm.

“Sadly, not everyone can afford proper headwear to protect their head and ears during the long winter months, said Courtney Bush, president of The Headwear Association. “Each year at this time, our members generously give away thousands of wool, felt, knit and fleece beanies and caps to needy men, women and children nationwide to help keep them protected from the cold, wind and snow.”

For anyone who spends time outside this winter, wearing a hat is a smart preventive measure to help avoid getting sick. If your body doesn't have to work so hard keeping warm it will have more resources to keep you healthy during the cold and flu season.

The participants of this year's [Headwear for the Homeless](#) campaign include:

- [Artex Knitting Mills](#) to New Visions Homeless Services in Camden, NJ
- [Bollman Hats](#) to Opportunity House and Mary's Shelter in Reading, PA; and Sarah's Circle in Chicago

- [Dorfman-Pacific](#), Stockton, CA to Haven of Peace, Gospel Center Rescue mission and the Stockton Shelter for the Homeless, American Cancer Society, Catholic Charities and United Way
- [Grace Hats](#) to Holy Apostles Soup Kitchen in New York
- [NES Enterprises](#) to Eva's Village in Paterson, NJ
- [Outdoor Cap](#), Bentonville, AR to Genesis House, Siloam Springs; Salvation Army, Fayetteville & Bentonville; Peace At Home, Fayetteville; Samaritan House, Rogers; Seven Hills, Fayetteville; NWA Children's Shelter, Bentonville; Youth Bridge, Centerton; Benton County Women's Shelter, Rogers; Boys & Girls Club, Bentonville- for distribution to the locations of Rogers, Bella Vista and Bentonville
- [Philadelphia Rapid Transit](#) to The Haddonfield Friends School "Mitten Tree"
- [San Diego Hat](#), Carlsbad, CA to St Clare's Home, Operation Hope and Bread of Life Rescue Mission

For more information about The Headwear Association, please visit

<http://www.theheadwearassociation.org> or contact Susan Littman, [SWPR](#), 312-222-1337, susan@swpr.biz

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