



FOR IMMEDIATE RELEASE

Small Business Owners Unite to Warm Hearts and Communities with a Coat Drive

[New York City, NY] – [11/8/23] – In the spirit of giving back and spreading warmth this holiday season, five dedicated small business owners are coming together to make a positive impact on their local community. The "Coat Drive for a Cause" initiative is a collaborative effort between 8-Bit Bites, Champion Pizza, Poetica Coffee, Brain Food and 7th Street Burger, aimed at collecting coats to help those in need while rewarding generous donors with delicious free menu items.

Winter is approaching, and not everyone in our community has the warmth they need to stay comfortable during the colder months. Recognizing this, these four small businesses are launching the "Coat Drive for a Cause" to address this issue and make a difference.

Here's how it works:

1. **Poetica Coffee** is brewing up some warmth by giving a free espresso drink of your choice to coat donors. Savor the rich flavors of their coffee and espresso creations.
2. **7th Street Burger** is adding to the generosity by offering a free cheeseburger to those who contribute to the coat drive. Enjoy the mouthwatering goodness of their signature burgers.
3. **8-Bit Bites** will treat coat donors to a free chicken sandwich. Their delectable sandwiches are a must-try for all the foodies out there.
4. **Brain Food** is hooking up their donors with a free small smoothie. With so many options you're sure to find one to satisfy your taste buds.

This coat drive will take place from November 15th to December 25st, and the drop-off locations are conveniently located at the participating businesses' storefronts. Combined, there are over 25 locations throughout the city. Simply bring a clean, gently-used coat to any of these locations during the drive's duration and receive your choice of a free menu item.

“Participating in this coat drive for homeless New Yorkers in our coffee shops is a part of our commitment to being socially responsible and deeply connected to our local community. We recognize that the streets of New York can be brutally cold during the winter, and we want to make a positive impact on the lives of those who are less fortunate. By providing warm coats, we aim to offer immediate relief and support to homeless individuals, ensuring they can stay warm and safe during the harsh winter months. It's not just about serving great coffee; it's about serving our community and making a meaningful difference in the lives of our fellow New Yorkers. “ shares Parvis Mukhamadkulov, owner of Poetica Coffee.

Donated coats will be distributed weekly on Wednesday nights at 243 w 34st 9pm with PCNY's Feed The Homeless Project, as well local shelters, migrants and charities, ensuring that they reach those who need them most.

The "Coat Drive for a Cause" is not only an opportunity to make a difference but also a chance to experience the delicious offerings of these four small businesses. Help keep your neighbors warm this winter while enjoying a tasty reward.

For more information on this heartwarming initiative and to find the drop-off locations, please visit www.8bitbitesusa.com/coatdrive. Join us in spreading warmth and kindness in our community this holiday season.

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