

As Winter Weather Hits, 'Gift of Warmth' Drive Begins at M&T Bank Branches to Help Western New Yorkers



BUFFALO, N.Y.—As winter weather returns to Western New York, M&T Bank and the Salvation Army are again encouraging local residents and visitors to contribute to the 'Gift of Warmth' collection to help those in need of winter clothing.

Beginning on Dec. 1, 2014 and continuing through Jan. 2, 2015, 70 M&T branches throughout Western New York will be accepting new hats, scarves, mittens, gloves or any type of warm clothing. M&T Bank has been organizing the Gift of Warmth campaign for 29 years.

The collection bins will also be located at several senior and health care facilities throughout the month of December, and at the Buffalo Bills Store beginning Monday, Nov. 24, 2014 through Saturday, Nov. 29, 2014. People making donations at the Buffalo Bills store will get a 10 percent discount on store purchases, excluding jerseys. This is the 16th year that the Bills have supported Gift of Warmth campaign.

"The much appreciated partnership with M&T Bank and the Buffalo Bills in the Gift of Warmth program is crucial in

making sure that our communities most vulnerable citizens are protected from the bitter cold of western New York winters,” said Major Thomas Applin, Executive Director of The Salvation Army of Buffalo.

Last year, Western New Yorkers donated more than 3,000 items of winter accessories, along with more than \$2,200 in cash to support the program. These donations helped many Western New Yorkers during what was one of the region’s coldest winters in years.

“Outfitting an entire family with winter gear can be very costly, especially with how fast teens grow,” said Tim McMorrow, M&T Bank Group Vice President for Retail Banking in Western New York.

“We all know how tough winter in Western New York can be and our annual collection with The Salvation Army has given us a chance to help those in need. Whatever amount people put into our collection bins can truly make a difference right here in Western New York.”

About the Salvation Army

The Salvation Army, an evangelical part of the universal Christian church, has been supporting those in need in His name without discrimination since 1865. Nearly, 33 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. About 83 cents of every dollar raised is used to support those services in nearly 9,000 communities nationwide.

About M&T

Founded in 1856, M&T Bank Corp. is one of the 20 largest U.S. bank holding companies, with more than 700 branch offices and 1,500 ATMs in New York, Pennsylvania, Maryland, Virginia, West Virginia, Delaware and Washington D.C.

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