

## **M&T Bank Kicks Off “Gift of Warmth” Drive**

**The return of winter weather to WNY serves as a reminder of the need to keep neighbors warm**

**BUFFALO, N.Y.**—For three decades, at its branches across Western New York, M&T Bank has collected warm clothes for local families in need as part of its Gift of Warmth campaign. Starting November 28 and continuing through December 31, Western New Yorkers can again drop off donations of new mittens, gloves, scarves, hats and coats at their nearest M&T Bank branch.

The Buffalo Bills helped M&T kick-off this year’s 31st annual campaign with a special on-field presentation during its November 27 game against Jacksonville. All of the warm clothing collected benefits children and families served by The Salvation Army of Buffalo.

“The snowy, cold weather that has now returned to Western New York is a helpful reminder of the need to give back to our community and help our neighbors stay warm during the winter months,” said Jim Jarosz, M&T Bank Group Vice President for Retail Banking in Western New York. “Each year, M&T Bank collects about 3,500 items at local branches during our Gift of Warmth campaign, and this year, with the community’s help, we’re hoping to reach record levels.”

Donations can be dropped off at any of the 77 M&T branches throughout Western New York. Branches in Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans and Wyoming Counties participate. Most branches are open weekdays from 9 a.m. to 4 p.m. To find the nearest branch and its hours of operation, individuals should visit <https://locations.mtb.com>.

“So many children in our community walk to school or wait for their bus without appropriate winter-weather clothing. When times are tough for families, they’re forced to make difficult economic decisions to keep their children fed and a roof over their heads. Donating to M&T Bank’s Gift of Warmth campaign will provide a relief, small but important, to our neighbors in need,” said Major Thomas Applin, Executive Director of The Salvation Army of Buffalo. “We are always so grateful to everyone who supports this drive because it allows us to do even more to protect the less fortunate from our region’s harsh winters.”

In 1985, one M&T employee developed an idea to help local families by teaming up with the Salvation Army of Buffalo. That idea has grown into a community-wide effort that remains strong more than 30 years later. Since 2012, the Gift of Warmth campaign has collected nearly 20,000 items of winter-weather accessories for children and families.

In addition to M&T branches, collection bins will also be located at several senior and health care facilities throughout the month of December.

### **About The Salvation Army**

The Salvation Army has been supporting those in need 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 Bank**

M&T Bank is a financial holding company headquartered in Buffalo, New York. M&T’s principal banking subsidiary, M&T Bank, operates banking offices in New York, Maryland, New Jersey, Pennsylvania, Delaware, Connecticut, Virginia, West Virginia and the District of Columbia. Trust-related services are provided by M&T’s Wilmington Trust-affiliated companies and by M&T Bank.

### **Media Contact:**

Julia Shanahan

(716) 842-5385

[jshanahan@mtb.com](mailto:jshanahan@mtb.com)

