

FOR IMMEDIATE RELEASE
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**Dillard's Partners with Junior League of Charleston, Inc.
On Whale of a Sale "Coats For Kids" Coat Drive**

CHARLESTON, SC – Dillard's and the Junior League of Charleston, Inc., are teaming up to keep children warm this winter. The retail store and the non-profit service organization will host a "Coats for Kids" coat drive as part of the 35th Annual Whale of a Sale, Charleston's largest garage sale and a fundraiser for the Junior League.

"Coats for Kids" was introduced as a component of the Whale of a Sale in 2006. Coats are donated by League members and given to children ages 14 and under who attend the event. Last year, more than 250 coats were distributed. This year, coats can be donated at both Dillard's locations (Citadel Mall and Northwoods Mall), giving the community an opportunity to participate.



"We anticipate a greater need for warm winter coats this year given the economy, so we are thrilled to have Dillard's partnering with us," says Whale of a Sale Chairwoman, B.V. Messervy.

To donate children's coats, drop them off at donation bins located at Dillard's department stores in Northwoods Mall or Citadel Mall. Donations of other gently used, quality merchandise for the Whale of a Sale will be accepted through October 17, 2009. To make a donation, call (843)763-5284 or email whale@jlcharleston.org.

The Whale of a Sale will be Saturday, November 7, 2009, at the Gaillard Auditorium Exhibition Hall from 8am to 1pm and is open to the public with free admission. The sale features gently-used furniture, appliances, clothes, computer equipment, electronics, books, toys and holiday decorations, sold at bargain prices. Profits from the event support Junior League-sponsored community projects: Lowcountry Food Bank, Back Pack Buddies, Gibbes Museum of Art Community Days, Children's Museum of the Lowcountry, Boys & Girls Clubs, Kids in the Kitchen, and Louie's Kids.

About Dillards, Inc.

Dillard's, Inc. is one of the nation's largest fashion apparel and home furnishing retailers. The Company's stores operate with one name, Dillard's, and span 29 states. Dillard's stores offer a broad selection of merchandise, including products sourced and marketed under Dillard's exclusive brand names.

About The Junior League of Charleston, Inc.

The Junior League of Charleston, Inc., is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of volunteers. It is one of nearly 300 Leagues worldwide dedicated to these purposes. Since 1923, the Charleston League has served our community by developing collaborative programs with other community agencies and serving as a catalyst for positive change in areas ranging from education to child abuse to feeding the homeless. This year, the League will invest more than 15,000 hours in volunteer community service work and more than \$100,000 through support of its community projects. For more information on becoming a member or financially supporting the Junior League of Charleston, Inc., please call (843)763-5284 or visit www.jlcharleston.org.

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