



January 5, 2017
For Immediate Release

**20th ANNIVERSARY OF KCTS 9'S MISTER ROGERS' SWEATER DRIVE:
HELP A NEIGHBOR IN NEED BY DONATING YOUR WARM CLOTHING**

Kids can meet Daniel Tiger at KCTS 9's *Be My Neighbor Day* party January 13

SEATTLE—Help those in need this winter by donating new or gently worn sweaters, coats and cold-weather gear to KCTS 9's 20th annual **Mister Rogers' Neighborhood Sweater Drive**, running from **Friday, January 13 through Sunday, February 12**. The donated items will benefit Wellspring Family Services, Queen Anne Helpline and Northwest Center.

Look for the Mister Rogers' Neighborhood Sweater Drive collection bin at any [PCC Natural Markets location](#) or [Sound Credit Union location](#) in Western Washington; or drop your items off at [KCTS 9's Seattle Center studio](#). All new or gently used adult and children's sweaters and coats will be accepted.

KCTS 9 is also partnering with Uber to help those in need by making it easy to donate new or gently worn sweaters, coats and cold-weather gear at the touch of a button! On Saturday, February 11, Uber users can log into the app and request 'Donate' at the bottom of their screen. A driver will then be scheduled to pick up the donated clothing and deliver it directly to a local donation center – all for free!

"All of us, at some time or other, need help," said Fred Rogers. "Whether we're giving or receiving a sweater, each one of us has something valuable to bring to this world. That's one of the things that connects us as neighbors—in our way, everyone is a giver and receiver."

KCTS 9 kicks off the Mister Rogers' Neighborhood Sweater Drive this year with a free *Be My Neighbor Day* party on Friday, January 13 from 10:00 am – 4:00 pm at the KCTS 9 studios, 401 Mercer Street, Seattle, WA 98109.

The public is invited to join us as we honor the legacy of Mister Rogers and celebrate the many ways we can all be good neighbors. Guests will enjoy crafts and fun activities with community partners including Seattle Children's Hospital, Vroom, Woodland Park Zoo, Wellspring Family Services, Seattle Art Museum, Pacific Science Center, Northwest Center, Cliff Bar, and Seattle Fire Department (SFD will be joining from 10 am -12 pm). Street Donuts will be selling donuts, hot cocoa and coffee—and they will donate a portion of the purchase price to the Sweater Drive. Plus, PBS Kids character Daniel Tiger from Daniel Tiger's Neighborhood will be joining us for the day!

Guests will have the chance to meet Daniel and take a photo with him.

To participate in the *Be My Neighbor Day* party, guests may register on our [Eventbrite](#) page. Registration will begin on Saturday, January 7 at 10:00 am. Guests should bring a new or lightly used sweater to donate, or make a cash donation to the Mister Rogers' Neighborhood Sweater Drive. Visit our [website](#) for details.

Fred Rogers began the sweater drive and inspired its spirit of generosity and neighborliness for six years before he passed away in 2003. KCTS 9 is honored to continue the program in his memory. Last year's Mister Rogers' Neighborhood Sweater Drive collected more than 7,500 sweaters and coats!

The *Be My Neighbor Day* party was made possible by Vroom (Bezos Family Foundation).

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About Sound Credit Union

[Sound Credit Union](#) is a member-owned financial institution that offers its 110,000 members the ideal combination of personal service, and online and mobile banking tools. Headquartered in Tacoma, Sound is the seventh largest credit union in Washington State with \$1.3 billion in assets and 24 branches throughout the Puget Sound, from Lynnwood to Tumwater.

About Uber

Uber's mission is to make transportation as reliable as running water—everywhere, for everyone. The company started in 2010 to solve a simple problem: how do you get a ride at the touch of a button? Six years and over a billion trips later, Uber has begun tackling an even greater challenge: reducing congestion and pollution in our cities by getting more people into fewer cars. www.uber.com

About KCTS 9

KCTS 9 brings quality public media programming to the public when and where they need it—on the air, online, and in our communities—serving more than 2.2 million viewers each week in Western and Central Washington State, British Columbia and across Canada. To learn more about our programs and initiatives, visit KCTS9.org.

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