



FOR IMMEDIATE RELEASE

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**COCOTREE KIDS DISTRIBUTES 9,000+ PAIRS OF UNDERWEAR TO CRADLES TO CRAYONS
AS PART OF THE ORGANIZATIONS LARGEST DELIVERY TO DATE**

Organization also Distributed to Three Other Local Nonprofit Organizations

NATICK, MA, March 22, 2023 – On Monday, March 20 Natick-based non-profit [Cocotree Kids](#) provided 9,101 pairs of underwear to Cradles to Crayons, a Newton-based nonprofit fighting children’s clothing insecurity. The two organizations are focused on providing children, living in homeless or low-income situations, with the essential items they need to thrive – at home, at school and at play.

“During our recent distribution day in March, we provided a total of 12,167 pairs of underwear to four of our partners including Cradles to Crayons, Gifts of Hope Unlimited, Wellspring House, and Community Giving Tree, which will help to provide a full week of clean underwear to 1,750 children,” said Catherine Maloy, Founder and Executive Director, Cocotree Kids. “We are proud to support both small organizations like Gifts of Hope as well as larger statewide nonprofits like Cradles to Crayons with our mission to ensure that every child has access to new underwear for each day of the week.”



Pictured from L to R are Catherine Maloy, Founder and Executive Director of Cocotree Kids; Leah Botchford, Director of Operations, Cocotree Kids and Volunteers for Cradles to Crayons.

Wellspring house posted, "Amazing! Thank you for all you do for families participating in our Homelessness Prevention and Family Stabilization (HPFS) programs, and for the entire community."

Founded in May 2021, Cocotree Kids serves families experiencing homelessness, extreme financial hardship, domestic violence, and/or are children in hospitals who have faced crisis situations, refugee children who have recently relocated to the community, and students facing poverty. Cocotree Kids has distributed nearly 55,000 pairs of underwear to underserved youth in Massachusetts since it started and is consistently getting requests for more underwear. In 2021 they distributed 7,000 pairs of underwear. In 2022 they distributed a total of 30,000 pairs and in the first three month of 2023 they have already distributed 17,917 pairs putting them on track to deliver 73,000 pairs by the end of 2023.

"We are so thankful to Cocotree Kids for providing over 9,100 pairs of underwear that we can distribute to children in need in Massachusetts through our network of over 100 service partners including hospitals, shelters, schools and community centers," said Aubrey Henderson, Executive Director of Cradles to Crayons Massachusetts.

Cradles to Crayons was founded in 2002 with the mission of providing children from birth to age twelve with the clothes, diapers, school supplies, shoes, and other essentials they need to thrive. Cradles to Crayons is a trusted resource to families struggling with Clothing Insecurity (defined as the lack of access to affordable, adequate, appropriate clothing), and to the partners who serve those families. <https://www.cradlestocrayons.org/boston>

[Cocotree Kids](https://www.cocotreekids.org/) is a registered 501(c)(3) nonprofit organization that provides new underwear to underserved and crisis-facing children in Massachusetts. There are several ways to [support Cocotree Kids](#) including volunteering, hosting a drive, or making a financial donation enabling the organization to purchase new underwear from their suppliers at less than retail cost. For more information, visit <https://www.cocotreekids.org/>.

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