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**SUPPORT COCOTREE KIDS THIS HOLIDAY SEASON TO PROVIDE OVER 4,200  
UNDERSERVED CHILDREN IN MASSACHUSETTS WITH NEW UNDERWEAR**

*Nonprofit has Requests for 30,000 Pairs of Underwear*

**NATICK, MA, November 22, 2022** – During the pandemic Catherine Maloy launched Natick-based [Cocotree Kids](#) a registered 501(c)(3) nonprofit organization that provides new underwear to underserved children in Massachusetts. An often-overlooked donation, new underwear provides children with confidence, comfort, and dignity to face the road ahead of them. During this holiday season, Cocotree Kids is launching a campaign on Giving Tuesday to raise \$25,000 to help distribute 30,000 pairs of underwear to children across the state by giving a week's worth of underwear to 4,285 children--a basic item that so many kids take for granted. To learn more and make a donation, [click here](#).

“The sad reality is that thousands of children each month—right here in Massachusetts—do not have access to underwear. A mother once told us she would rather give her son underwear than a toy for Christmas,” explained Catherine Maloy. “You will see holiday collection drives for toys, coats and clothing this season; but underwear needs to be new and [Cocotree Kids](#) is the only organization in Massachusetts that specifically collects children’s underwear. This hidden layer is an essential, basic human need and is critical to allowing children to feel the dignity and confidence to attend school, play outside, and enjoy just being a kid.”

At only 18 months old after being founded in May 2021, Cocotree Kids has already distributed 45,000 pairs of underwear to underserved youth in Massachusetts. This translates to 6,428 children each receiving seven new pairs of underwear. However, the requests being asked of them amounts to an additional 30,000 pairs of underwear needed this holiday season.

“The youth we serve range from those 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 our communities, and students facing poverty,” Catherine added. “All children deserve clean underwear, and we invite others to support us in giving them this priceless gift this holiday season.”

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. There are several [giving levels](#), for example a generous \$500 donation can purchase 630 pairs to provide a week's worth of underwear to 90 children. For more information, visit <https://www.cocotreekids.org/>.

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