



FOR IMMEDIATE RELEASE

Media Contacts:

Robert Scheid, California Coast Credit Union

619.922.9736 or rscheid@calcoastcu.org

Steve Brown, San Diego Gulls

619.359.4704 or sbrown@sandiegogulls.com

San Diego Gulls, California Coast Credit Union Score One for Homeless Youth *Sock Drive at Nov. 19 home game helps local homeless kids*

SAN DIEGO – November 18, 2016 – California Coast Credit Union is teaming up with the San Diego Gulls to collect socks for local homeless youth. Fans are encouraged to bring new, unused socks and drop them off at donation bins that will be placed inside Valley View Casino Center during the Gulls' home game against the San Jose Barracuda on Saturday, Nov. 19.

Socks donated at the game will support the *Warm Their Soles* sock drive campaign sponsored by Cal Coast and San Diego County Office of Education (SDCOE). The *Warm Their Soles* sock drive aims to raise awareness about youth experiencing homelessness as well as their need for socks, which is the most-requested and least-donated clothing item in shelters.

California Coast Credit Union will match all sock donations up to \$5,000. New socks can be dropped off until Dec. 3 at donation bins located at Cal Coast's corporate office in Kearny Mesa and at branch locations throughout San Diego County. The credit union is also accepting online donations of pre-selected packs of socks for infants, girls, boys and adults until Nov. 24. To make an online donation, and for more information on the sock drive, click on the link:

<https://www.calcoastcu.org/news.htm#Socks>.

Collection bins are also available at several SDCOE locations, including the main campus, 6401 Linda Vista Road, San Diego; Homeless Education Services office in Old Town, 2878 Old Town Ave., Suite 200; North County Regional Education Center, 255 Pico Ave., San Marcos; East County Regional Education Center, 924 E. Main St., El Cajon; and South County Regional Education Center, 800 National City Blvd., National City.

-more-

About California Coast Credit Union

Established by San Diego teachers in 1929, California Coast Credit Union is the longest-serving financial institution based in San Diego and holds true to its founders' guiding principle of "people helping people." With over \$2 billion in assets, the credit union now proudly serves more than 150,000 members through its local network of over 20 branches and 60 shared branch locations, online and mobile banking, and 30,000 fee-free ATMs nationwide. California Coast is not-for-profit, provides no-cost financial education for adults and youth, and is committed to improving the lives of its members and others in the community. Anyone who lives or works in San Diego or Riverside counties can be a member. For more information, visit calcoastcu.org or call (877) 495-1600.

###