



## FOR IMMEDIATE RELEASE

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## **San Diego Sockers, California Coast Credit Union Host Sock Toss for Homeless Youth**

*Fans can help raise socks for homeless kids, win prizes during event at Dec. 2 home game*

**SAN DIEGO – November 28, 2016** – California Coast Credit Union is partnering with the San Diego Sockers professional indoor soccer team to collect new socks for local homeless youth in San Diego County.

Fans attending the Sockers home game against the Tacoma Stars on Friday, December 2 can purchase a package of new socks at the Sockers Merchandise Booth inside the Valley View Casino Center. A portion of the proceeds from the sale of socks will go toward the sock drive. Purchased socks will be used by fans to participate in the 3<sup>rd</sup> quarter Sock Toss and will have a chance to win cash and prizes.

Donation bins will also be placed at both entrances to Valley View Casino Center. Socks donated at the game through the sock toss and the donation bins 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. The population of homeless youth in San Diego County is nearly 23,000, and upward of 1,000 are unaccompanied youth living on the streets on their own.

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 branch locations throughout San Diego County.

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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.

### **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](http://calcoastcu.org) or call (877) 495-1600.

### **About the San Diego Sockers**

Originally founded in 1978, the San Diego Sockers ([www.SDSockers.com](http://www.SDSockers.com)) are the most successful indoor soccer team in the sport's history. The team has won a total of 14 indoor championships in the MISL, PASL and MASL leagues combined. In addition, the Sockers also set a U.S. pro sports record with the longest winning streak boasting 48 straight wins. For more information or to purchase tickets, visit [www.sdsockers.com](http://www.sdsockers.com) or call (866) 799-4625.

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