

Note for Robinson, Yvette

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**From:** Moore, Edna  
**Date:** Thu, Jan 6, 1994 9:25 AM  
**Subject:** FW: Homeless/Hunger Initiative  
**Cc:** Bodden, Mark; Broeman, Ina; Brown, Richard; Carraro, Tara; Daragan, Karen; French, Stephanie; Han, Vic; Keane, Denise; Robinson, Yvette; Suter, Norma

2041965266

FYI ON STATUS OF BLANKETS DONATIONS.

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**From:** Merlo, Ellen on Thu, Jan 6, 1994 9:25 AM  
**Subject:** RE: Homeless/Hunger Initiative  
**To:** Moore, Edna  
**Cc:** Carraro, Tara; Han, Vic

2041965266 A

YES, VIC AND I JUST TALKED. I DON'T THINK WE SHOULD MAKE THE BROOKLYN DONATION INTO AN EVENT. TALK TO VIC AND PLEASE WHEN SENDING INFO CC VIC, TARA, ETC. IT IS MUCH EASIER THAN PASSING THE SAME MESSAGE TO VARIOUS PEOPLE.

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**From:** Moore, Edna on Thu, Jan 6, 1994 9:03 AM  
**Subject:** RE: Homeless/Hunger Initiative  
**To:** Merlo, Ellen

ELLEN, VIC, TARA AND I HAD A LENGTHY MEETING WITH DENISE KEANE LAST EVENING, AND WE, TOO, WERE LEANING IN THE DIRECTION WHICH YOU JUST OUTLINED. WE HAD WANTED TO MEET WITH YOU THIS MORNING TO DISCUSS DENISE'S CONCERNS, AND I BELIEVE THAT VIC WILL GIVE YOU A CALL. BASICALLY, SHE FELT THAT WE HAVE NEVER DONE PRESS AROUND THE DONATION OF BRANDED MATERIALS, ESPECIALLY SINCE WE ARE NOT IN CONTROL OF THE DISTRIBUTION OF THE ITEMS. WE COULD POSSIBLY LEAVE OURSELVES OPEN TO NEGATIVE COVERAGE. SHE ALSO FELT THAT WE PM CORPORATE SHOULD SEND A LETTER TO EACH ORGANIZATION RECEIVING THE BLANKETS REITERATING THAT THE ORGANIZATIONS UNDERSTAND THAT THE ITEMS ARE ONLY TO BE DISTRIBUTED TO ADULTS OVER THE AGE OF 21. WE HAVE COMPOSED A LETTER (AND LEGAL HAS APPROVED), WHICH RICHARD BROWN OF CORPORATE CONTRIBUTIONS WILL MAIL OUT.

WE ALSO AGREED, HOWEVER, THAT THE PROGRAM SHOULD GO FORWARD. 1,500 BLANKETS WERE DELIVERED TO FOUR SOUP KITCHENS YESTERDAY, AND ANOTHER 500 WILL BE DELIVERED TODAY. NEEDLESS TO SAY, EACH ORGANIZATION WAS OVERWHELMINGLY GRATEFUL FOR THE DONATIONS. AT 11:A.M., WE WILL STILL HAVE THE UNLOADING OF THE 5,000 BLANKETS AT THE PARTNERSHIP FOR THE HOMELESS IN BROOKLYN WITH THE STATE SENATOR. OUR PHOTOGRAPHER WILL BE THERE FOR PICTURES JUST IN CASE WE DECIDE TO USE THEM AT LATER DATE. WE ALSO FELT THAT THE STORY AND A PHOTO OF THE DISTRIBUTION SHOULD BE FED TO PM GLOBE.

WE WILL BE LEAVING FOR BROOKLYN AT 10:00A.M. PLEASE LET ME KNOW IF YOU HAVE ANY OTHER THOUGHTS ON THE PROGRAM OR REQUIRE ADDITIONAL INFORMATION.

2041965266 B

THE CHECKS EARMARKED FOR FOUR ANTI-HOMELESS ORGANIZATIONS WILL GO OUT TODAY.

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From: Merlo, Ellen on Wed, Jan 5, 1994 9:26 PM  
 Subject: RE: Homeless/Hunger Initiative  
 To: Moore, Edna  
 Cc: Carraro, Tara

2041965267A

HAVE WE RESOLVED LEGAL ISSUE. GIVEN THAT WE CAN'T MENTION BRAND, I'M NOT SURE WHAT WE WILL ACCOMPLISH WITH PHOTO OP, ALTHOUGH WE SHOULD GO AHEAD WITH PROGRAM.

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From: Moore, Edna on Wed, Jan 5, 1994 3:16 PM  
 Subject: Homeless/Hunger Initiative  
 To: Bodden, Mark; Broeman, Ina; Brown, Richard; Carraro, Tara; Daragan, Karen; French, Stephanie; Gordon, Rebecca; LeVan, Suzanne; Maggio, Melinda; Merlo, Ellen; Portnoy, Sharon; Robinson, Yvette; Suter, Norma; Zimbalist, Nancy

As you know, the Merit brand has generously donated 7,000 blankets for distribution to various organizations whose goals are to service the homeless throughout New York City. Beginning today, 2,000 blankets will be delivered to the following organizations:

Emmaus House (250) located in Harlem  
 Holy Apostle Soup Kitchen (500) located in downtown Manhattan  
 Part of the Solution (250) located in the Bronx  
 Project Hospitality (250) located on Staten Island  
 St. John's Bread and Life Soup Kitchen (500) located in Brooklyn

In addition, we are coordinating delivery of the additional 5,000 blankets to the Partnership for the Homeless on Thursday, Jan. 6 at 11:00 a.m., 20 Jay Street in Brooklyn, which we hope to generate media coverage. The press release will focus primarily on this delivery, however, the other donations, as well as contributions to four city-wide homeless support service organizations will be highlighted. The four organizations are Food for Survival, Food and Hunger Hotline, City Harvest, and, of course, the Partnership for the Homeless. It is anticipated that either the State Senator or State Assembly person responsible for this area of Brooklyn will be at the site for the initial unloading.

Currently, Tara Carraro of Media Relations and I will be going to Brooklyn for the unloading ceremony. We will be leaving the office at 10:00 a.m. If you are interested in attending also, please let me know and I will have transportation arranged for you.

Please feel free to call me if you have any immediate questions in the meantime.