**Contact:**

Christie Kozak | Leary PR | [christie@learypr.com](mailto:christie@learypr.com) | 978-502-5747

A picture containing text, yellow, person, jacket

Description automatically generated

**Westgate Mall Hosts Winter Warm Up Drive**

**for School On Wheels of Massachusetts**

BROCKTON, MASSACHUSETTS (February 2023) – This winter, help children experiencing homelessness by donating warm winter items to the Winter Warm Up Drive for School on Wheels of Massachusetts at Westgate Mall. Items needed include new and unused cozy blankets, warm socks, hats + gloves, hand sanitizer + more. Items can be left in the donation bin located by Burlington through March 12, 2023. For more information, visit [ShopatWestgateMall.com](https://www.shopatwestgatemall.com/).

"We want to thank Westgate Mall for supporting our efforts to make sure students who are experiencing homelessness have a winter warm item in our campaign called, Winter, Warmth & Wellness. As part of this campaign, we help educate the students we work with in our tutoring program about the importance of self-care, good hygiene practice, and wellness. As part of this effort, we distribute a kit full of warm items, hygiene products and learning materials supporting this effort," explains Barbara Fox, Community Outreach Director for School on Wheels.

“Westgate Mall continues to support School on Wheels of Massachusetts. This drive will provide much-needed warm winter items to help children experiencing homelessness,” says Rebekah Macchia, Marketing Director of Westgate Mall.

**School on Wheels**

School on Wheels of Massachusetts (SOWMA) was founded in 2004 by teacher and child advocate Cheryl Opper after reading a magazine article about Agnes Stevens, Founder of School on Wheels of California. Cheryl was inspired to bring the one-on-one academic support program to Massachusetts for children impacted by homelessness. Since the start of the 2021/2022 academic year, SOWMA has distributed more than 6,000 new customized, grade-level backpacks to children and at-risk youth living in 38 Massachusetts communities. Trained volunteers provide one-on-one tutoring to 280 students at 18 program site locations from Boston to the South Coast. The Bridge Mentoring Program provides 87 high school and college-age students with financial support and mentors, who shepherd students through high school and onto post-secondary plans, including college, vocational training, and jobs. For more information, visit [www.SOWA.com](http://www.SOWA.com).

**Westgate Mall**

Westgate Mall, an enclosed regional mall in Brockton, Massachusetts, features Burlington, Best Buy Outlet PlanetFitness, DICK’S Sporting Goods, Old Navy, and Staples, plus a mix of more than 60 specialty stores including Verizon and XFINITY Store by Comcast, Bath and Body Works, Famous Footwear, The Children’s Place, and Rue21. Eateries include Chipotle, IHOP and Auntie Anne’s/Carvel/Cinnabon and more. Market Basket is also on-site. Westgate Mall is located at the intersection of Routes 24 and 27 in Brockton and accessible via the Brockton Area Transit Authority. For directions and additional information, visit [ShopatWestgateMall.com](https://www.shopatwestgatemall.com/). Westgate Mall is a New England Development shopping destination.

**New England Development**

For over forty years, New England Development has taken a creative, entrepreneurial approach to real estate development and management - delivering and sustaining successful projects across a wide range of property types. These projects transform complex challenges into preferred locations, generate long-term value to communities, afford compelling opportunities for local and national businesses, and offer sought-after experiences to a wide range of consumers. The company is acclaimed for creating some of the country's most widely-recognized and successful regional centers, as well as multifaceted developments that combine retail, residential, hotel, and office uses. Outlet centers, high-end and street-front retail, airport retail, golf courses, restaurants, and marinas round out New England Development's robust portfolio. For more information, visit [NEDevelopment.com](http://www.NEDevelopment.com).

# # #