

FOR IMMEDIATE RELEASE

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Kansas City Based Jacket Company Teams up with Local Retailers to Benefit Project Warmth

Overland Park, Kansas, October 2009--For the second year in a row, DRI DUCK provides warmth to the Kansas City metro area by partnering with Project Warmth to donate jackets to those in need. This year DRI DUCK has commissioned the help of its top local retailers hoping to increase the number of donations from last year and to build on its commitment to the community. Retailers will begin accepting donations November 1st through December 11th, 2009.

DRI DUCK, a leader in developing exceptionally crafted apparel and headwear for the rugged worker and outdoor enthusiast, is dedicated to supporting the local community through Project Warmth and encourages the public to do the same. Seven convenient DRI DUCK drop-off locations have been set up throughout the Kansas City metro area. Participating retail locations will be provided with a drop bin, signs showcasing DRI DUCK/ Project Warmth, and discounts on DRI DUCK products to help promote donations. "The concept is to reward someone for turning in a gently used jacket in return for a discount on a new DRI DUCK jacket. It is a "win-win" for customers who plan to purchase a new jacket while at the same time helping our community stay warm," says Dave Reid, President.

Since The Kansas City Star and KCTV5 started Project Warmth in 1982, it has enabled thousands of area residents to make it through the winter months and unbearable times. Through the generosity of the community, Project Warmth has collected nearly 2,200 tons of food, clothing and blankets and more than \$7.25 million for area children, families and the elderly. Cash donations are managed by the Greater Kansas City Community Foundation and distributed by Mid America Assistance Coalition and the Salvation Army to help people in need with utility bills, rent and weatherization.

DRI DUCK has teamed up with the following Retailers to collect jackets and blankets for Project Warmth.

E. Edwards (1010 Southwest Blvd, Kansas City, KS 66103; 832 N. Main, Lansing, KS 66043; 13816 S. 71 Hwy, Grandview, MO 64030)

Feldmans Farm and Home (300 South 291 Highway, Liberty, MO 64068; 310 South Highway #7, Blue Springs, MO 64014; 430 N 130th Street, Bonner Springs, KS 66012)

Rogers Sporting Goods (1760 North Church Road, Liberty, MO 64068)

For more information, visit www.driduck.com

About DRI DUCK: DRI DUCK is an Overland Park, KS based apparel company specializing in clothing for the active worker and outdoor enthusiast. The product line consists of a full range of jackets and headwear created with innovative styling and performance in mind. The parent company, Design Resources, Inc is a world class product development company, specializing in design, sourcing and importing of quality apparel.