

## **Conard House and Maiden Lane's TSE "Wrap" Successful Winter Coat Campaign**

### **Respected Provider of Services to People Living With Mental Illness Hails Premier Cashmere Label and Its Customers for Extraordinary Generosity**

**SAN FRANCISCO, CA — December 13, 2007 —** Conard House, a nonprofit organization helping San Francisco residents self-manage serious, chronic mental illness, today announced the results of its winter coat drive. The highly successful month-long effort, which began with a private champagne reception on October 22, was sponsored by the TSE retail store located in San Francisco's legendary Maiden Lane. The store collected 63 gently used garments which will be given to Conard clients.

"We greatly appreciate TSE's work in gathering warm outer wear for the vulnerable population we serve," said Richard Heasley, Conard executive director. "For nearly 50 years, Conard has quietly established a strong track record of helping adults reduce their symptoms, find healthy pathways to recovery and promote long-term independent living. The openhandedness of Bay Area residents has been a key element in their success. Our yearly coat drive is an outstanding example of the community support we've received."

#### **About Conard House**

Conard House, Inc. is a private, nonprofit provider of mental health services to residents of San Francisco. Founded upon core principles of self-empowerment, self-determination and the least restrictive, community-based living, it opened its doors in 1960 as the first "halfway house" for adults no longer requiring hospitalization. Conard House today serves more than 1,800 people in a dozen locations. Support for its programs and services comes from various city agencies, service fees from organizations, rents from residents, grants from foundations and gifts from donors.

For more information about Conard House and its programs, please visit [www.conard.org](http://www.conard.org).

#### Media Contact:

Annette Shimada  
Kickstart Consulting  
(650) 346-8990

[www.kickstartconsulting.com](http://www.kickstartconsulting.com)