Laura Coale
Director of Media Relations
Ph: (303) 342-2250
Recorded media line: (303) 342-2280
Pager (emergencies only): (303) 342-2288
laura.coale@flydenver.com

FOR IMMEDIATE RELEASE

Spare Change Donation Program For the Homeless Takes Off at Denver International Airport
DIA generosity a model for other airports

DENVER, CO — Feb. 3, 2014 — Last February, Denver Mayor Michael B. Hancock was the first to donate spare change to help the homeless at a Denver International Airport (DIA) security screening checkpoint, and just one year later, millions of generous passengers have raised more than $82,000.

DIA installed the change collection containers in an effort to support Denver's Road Home, the city's plan to end homelessness, last February. There are a total of four containers: one located before the south security screening checkpoint, one before the north security screening checkpoint and two before the A-security screening checkpoint.

"I'm inspired by the generosity of the travelers passing through Denver International Airport," said Mayor Hancock. "Passengers really have stepped up to help those less fortunate by emptying change from their pockets and into the donation receptacles for Denver's Road Home. Their generosity is helping to end homelessness one person, one family at a time."

The change collection receptacles are one way DIA is supporting the homeless in Denver. In late 2007, DIA placed a dozen donation parking meters inside the airport, which brought in approximately $1,800 annually for Denver's Road Home. The parking meters are part of a fundraising campaign aimed at raising awareness about homelessness and better ways to give. DIA's combined efforts to raise money for the homeless through the change receptacles and meters have raised $82,000 from last February through January 31, 2014.

"Since the launch of the spare change donation program last February, numerous airports have contacted us to learn from our success, as they are interested in setting up similar fundraising efforts in their own facilities," said Denver's Manager of Aviation, Kim Day. "It is very rewarding to know that this program will have a positive impact, and we look forward to seeing our impact grow."

Today marks the three-day countdown to the ninth annual PJ Day celebration, which takes place Feb. 6 to benefit Denver's Road Home. The money raised on PJ Day goes directly to Denver's Road Home, which gives homeless men, women and children an alternative to sleeping on the streets. To learn more, visit http://pjday.org.

Video of the Mayor donating change last year can be viewed at http://www.youtube.com/watch?v=OSoW_Sd-q_I.

Photo caption: Denver International Airport installed change collection containers in an effort to support Denver's Road Home, the city's plan to end homelessness, last February, raising more than $82,000 to date. There are two containers located before the A-security checkpoint pictured here in addition to one located before the south security screening checkpoint and another before the north security screening checkpoint.

About Denver's Road Home
Denver's Road Home is a citywide initiative to end homelessness in Denver. Now in its ninth year, Denver's Road Home partners with providers and the community to help homeless men, women and children. The organization funds substance abuse programs, mental health programs, emergency shelter, housing, outreach, prevention, employment services and many other programs geared at helping the homeless. To learn more, visit www.DenversRoadHome.org.

Denver International Airport is the 13th-busiest airport in the world and the fifth-busiest airport in the United States. With more than 50 million passengers traveling through the airport each year, DIA is one of the busiest airline hubs in the world's largest aviation market. DIA is the primary economic engine for the state of Colorado, generating more than $26 billion for the region annually. For more information visit www.flydenver.com, check us out on YouTube and Pinterest, like us on Facebook and follow us on Twitter.

Release 14-004