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**Winter Warm Up Donation Drives Benefitting Cradles to Crayons**

***Collection Bins at CambridgeSide, University Station & Westgate Mall***

***through January 31, 2022***

BOSTON, MA (January 2022) – New England Development shopping destinations located throughout the Boston area are hosting a Winter Warm Up Clothing Drive to benefit Cradles to Crayons this month. CambridgeSide in Cambridge, University Station in Westwood, and Westgate Mall in Brockton will each be collecting new winter coats, hats, gloves and warm winter clothing (size zero to adult medium). Each center has specially marked bins for donations.

“We are so thrilled to have New England Development’s premier shopping destinations supporting and raising awareness for Cradles to Crayons this winter,” said Aubrey Conquergood, Executive Director of Cradles to Crayons Boston. “To have access to these communities means we’ll be able to provide even more critically-needed clothing to local families.”

Donation bins will be located at:

* CambridgeSide – Collection bin located in T.J. Maxx
* University Station – Collection bin located in Five Below
* Westgate Mall – Collection bin located in Old Navy

“We are pleased to host this important clothing drive for Cradles to Crayons,” says New England Development Senior Marketing Director, Melissa LaVita. “Cradles to Crayons is a remarkable organization helping children throughout our communities,” she adds.

**About Cradles to Crayons**

Cradles to Crayons launched in Boston in 2002 and currently has operations in Boston, Philadelphia, and Chicago. The nonprofit provides children from birth through age 12 living in homeless or low-income situations with the essential items they need to thrive—at home, at school, and at play. They supply these items free of charge by engaging and connecting communities. Cradles to Crayons collects new and high-quality used children’s goods and engages thousands of youth and adults in volunteer activities each year on behalf of local children in need. For more information, visit [CradlestoCrayons.org/Boston](http://www.cradlestocrayons.org/boston).

**CambridgeSide**

The reimagined CambridgeSide is a place to shop, dine, work, indulge and relax in Cambridge, MA, just steps from downtown Boston. CambridgeSide features one great waterfront location with shops, restaurants and planned future development of office, lab, residential and additional retail, restaurants and green spaces. CambridgeSide’s mix of retailers includes Apple, Superdry, Sephora, Best Buy, T.J. Maxx and more. The diverse mix of restaurants boasts Massachusetts’ first World of Beer and The Cheesecake Factory, in addition to over 14 eateries. CambridgeSide is located near top tourism attractions including the [Museum of Science](https://www.mos.org/) and [Charles Riverboat](https://charlesriverboat.com/), and houses GoPixelYourself a new selfie museum featuring an immersive video experience. CambridgeSide is handicapped and MBTA accessible (Green Line T to Lechmere Station or Red Line T to Kendall Square to the free CambridgeSide Shuttle Bus), and offers attached, covered parking. For directions and information, visit [CambridgeSide.com](https://www.cambridgeside.com/).

**University Station**

University Station is a vibrant, mixed-used development in Westwood, Massachusetts combining unique retail, restaurant, residential and office uses. Located on University Avenue at Exit 13 on Route 128/I-95, University Station is adjacent to the Route 128 MBTA Commuter Rail/Amtrak Station. Anchored by Target, Wegmans and Nordstrom Rack, University Station features an exciting mix of restaurants and stores including Del Frisco’s Grille, Anthony’s Coal Fired Pizza, Not Your Average Joe’s, Casa Loca Mexican Cantina, Smashburger, Homesense, Michaels, Marshalls/HomeGoods, PetSmart, Ulta Beauty, Five Below. Courtyard by Marriott®, Life Time Athletic, Brigham & Women’s Health Care Center, Gables Residential (featuring 350 luxury apartments) and Bridges by Epoch (a memory care facility) are also at University Station. For more information, visit [ShopUniversityStation.com](http://www.ShopUniversityStation.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, Jo-Ann Fabric and Craft Stores, Famous Footwear, The Children’s Place, and Rue21. Eateries include Chipotle, Buffalo Wild Wings, 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.

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