

**For Immediate Release
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Over 400 Fullerton Elementary Students Receive New Coats Thanks to Ocean Subaru of Fullerton and Operation Warm



Valencia Park students enjoyed a joyful "shopping" experience that warmed their hearts and bodies.

(Fullerton, CA) - Hundreds of elementary students at Valencia Park Elementary School in the Fullerton School District (FSD) are keeping warm during this California cold front with brand-new coats, thanks to a heartwarming partnership between Ocean Subaru of Fullerton, [Operation Warm®](#), and the local charity Giving Children Hope.

As part of the [Subaru Loves to Help®](#) initiative, this special event provided more than just coats—it created a memorable and empowering experience for students. Instead of simply receiving a jacket, Valencia Park students had the opportunity to “shop” for brand-new coats alongside their friends and classmates, greeted with fun pop music and smiling volunteers in their school’s multipurpose room. Excitement radiated throughout the room as students tried on different sizes and coat colors, transforming what could have been an ordinary donation into a moment of joy and self-confidence.



Two friends and classmates opted for matching jackets at the Subaru Loves to Help Operation Warm event.

Valencia Park Elementary is a Title I school, where nearly 89% of students come from low-income families, making a new winter coat a wardrobe item that can be difficult to afford.

"Many of our students face challenges beyond the classroom, and something as simple as a new coat can make a world of difference," said Valencia Park Elementary Principal Melanie Carmona. "This initiative not only provides physical warmth but also shows our students that their community cares about them."



Representatives from Ocean Subaru of Fullerton and Valencia Park parent volunteers and staff helped provide support to ensure students found coats they loved that fit.

Carmona shared that bringing this event to life required careful coordination between multiple partners. Ocean Subaru of Fullerton first reached out with the opportunity to collaborate, sparking a chain of efforts that brought this to fruition. After getting an enthusiastic green light from FSD Superintendent Dr. Bob Pletka, planning moved quickly. Over a two-week period, representatives from Subaru, Operation Warm, and Giving Children Hope connected via Zoom, phone calls, and emails to finalize logistics. News of the exciting partnership and coat shopping event was then shared with staff, students, and families to make sure no one missed the warm invitation to “shop” held during the school day on Wednesday, Feb. 12.

The night before the event, Subaru employees and school staff worked together to set up the distribution space, ensuring everything was ready for a seamless experience. On the morning of the big day, office staff, district personnel, and additional volunteers pulled together the final details—a collective effort showcasing the power of teamwork and genuine care for students. The event spanned the minimum day schedule of the school day from 8:30 a.m. to 12:30 p.m., and class by class, students came in to “shop” for their comfy, new coats. In fortuitous timing, students were able to put the coats to immediate use with weather temperatures in Southern California dropping, accompanied by a season-high rainfall.

“Students were absolutely thrilled to be able to try on and select their own coats,” shared Carmona. “The exuberance in the room was palpable. The smiles and joy on students’ faces as volunteers helped them try on coats mirrored the happiness expressed by our families when they learned their students would receive such a meaningful gift from community partners.”



In a variety of colors and sizes, Valencia Park students had many great coat options to choose from.

Being able to choose their own coat, rather than simply receiving one, allowed students to feel a sense of ownership and pride. At its core, this program aims to provide warmth that outlasts winter seasons by helping students foster a sense of confidence and dignity among students year-round.

Through Subaru Loves to Help®, Subaru and its partners have already provided over 900,000 new clothing items to children and adults in need nationwide. Now, their generosity is making a direct impact in Fullerton.

Operation Warm®, a nonprofit dedicated to providing brand-new clothing to children in need, has been instrumental in making this event possible. Meanwhile, Giving Children Hope, an Orange County-based organization that supports vulnerable families, helped coordinate this local outreach and logistics.

For more information on how Subaru and its partners are making a difference, visit subaru.com/help or [Ocean Subaru's Love Promise page](#). Fullerton School District also has a Community Schools Partnership Program that helps connect families with clothing, food pantries, support services, and more. Visit bit.ly/FSDCommunitySchools to learn more.

The Fullerton School District (FSD) is located in northern Orange County, California, and serves over 11,400 students in transitional kindergarten (TK) through eighth grade. FSD is home to 15 elementary schools, two TK through eighth-grade schools, three junior high schools, and a distance learning and home school program. FSD features unique programs for students, including a Dual Language Academy for Spanish and Korean languages; a Performance Academy Sports Program that offers a traditional in-person learning experience with time for advanced athletic training integrated into the school day; and robust before, after, and summer school programs. The mission of the Fullerton School District is to work collaboratively with the community to provide an innovative, high-quality educational experience for all students in a safe learning environment. FSD's motto, "Great Schools - Successful Kids," signifies that all FSD students will be given the tools and instruction to achieve academic excellence, hone interpersonal skills, and develop technological expertise to contribute as productive citizens in a democratic society.

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