



FOR IMMEDIATE RELEASE
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Amida Care Employees Open Their Closets to Support NEW Pride Agenda's Efforts to Keep LGBTQIA+ New Yorkers Warm This Holiday Season

New York, NY – Amida Care, New York's largest Medicaid Special Needs Health Plan and a leader in HIV, sexual health, and gender-affirming care, is proud to announce their support of the NEW Pride Agenda's (NPA) annual Winter Clothing Drive. This initiative supports NPA's Community Clothing Closet, which provides essential items to LGBTQIA+ individuals facing economic hardship and social inequities.

This fall, Amida Care employees opened their closets to provide gently used clothing, including fall and winter jackets, sweaters, pants, jeans, and toiletries, as part of a broader effort to uplift and support vulnerable LGBTQIA+ individuals across New York State.

NPA will host the "*Stay Warm, Stay Safe*" Winter Open Closet event providing extended hours of access to their Empowerment Center's Clothing Closet on Wednesday, December 18th from 3pm-8pm. Members of the community can expect to be connected to other resources such as support groups, linkage to health care, and NPA's food pantry. To learn more, visit newprideagenda.org/empowerment-center.

"Acts of solidarity like this clothing drive are critical to supporting the most vulnerable members of LGBTQIA+ communities," said **Doug Wirth**, President and CEO of Amida Care. "At Amida Care, we know that standing together with organizations like the NEW Pride Agenda is essential to advancing equity, fostering resilience, and helping individuals live their authentic lives. We are proud to contribute to this important effort."

This year's drive builds on a growing partnership between Amida Care and NPA. Last winter, Amida Care contributed to NPA's "Share the Warmth" pop-up event at the NPA Empowerment Center and supported their annual winter event.

“Organizations like Amida Care play a crucial role in helping us meet the needs of LGBTQIA+ individuals across New York State,” said **Kei Williams**, Interim Executive Director of NEW Pride Agenda. “This partnership demonstrates what is possible when nonprofits and community-oriented organizations work together to create real change. We are grateful for Amida Care’s ongoing support and their dedication to empowering our communities.”

Pride at Google - Google’s LGBTQ Employee Resource Group also expressed enthusiasm and rapid response support for addressing real life needs. Co-led by **Beka Gulotta**, NPA Board member, the ERG requested group members donate items fit for the colder season. “Google is committed to fostering inclusion and equity for LGBTQIA+ communities. We are honored to stand alongside Amida Care and the NEW Pride Agenda in making an impact in our community,” said **Beka Gulotta**. They also raised funds to aid in the other initiatives and programs NEW Pride Agenda offers.

About Amida Care

Amida Care Inc. is a not-for-profit health plan in New York City and expert in HIV, sexual health, and gender-affirming care. It specializes in providing comprehensive health coverage and coordinated care to New Yorkers with complex conditions, including HIV and behavioral health disorders, and people who are of transgender experience or who are homeless (regardless of HIV status). Amida Care has a wide network of health care providers throughout New York City and is the largest Medicaid Special Needs Health Plan (SNP) in New York State. For more information, visit www.amidacareny.org.

About the NEW Pride Agenda

The mission of the NEW Pride Agenda (NPA) is to advance the economic, health, racial, and gender identity justice needs of marginalized LGBTQIA+ individuals in New York State. NPA believes that LGBTQIA+ rights are civil rights and impact the most critical aspects of everyday life from housing to employment. Working with a diverse network of communities and elected officials, NPA serves to educate members of the LGBTQIA+ community and allies, as well as the general public, about our legal protections and rights.

The organization’s accomplishments include advocacy that resulted in the NYS Executive Branch mandating over 340,000 state employees to receive Gender Expression Non-Discrimination Act (GENDA) cultural competency training—a first in the nation; ensuring the repeal of the “Walking While Trans” ban was included in 2021 Executive Budget; state funding for LGBTQIA+ health and human services; securing insurance coverage for PrEP access; and more.

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