

## **Marathon Signs Cause License for Kids In Need**

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The Kids In Need Foundation and its agent, Marathon Projects has secured a cause marketing licensing deal with TechForEducators.com.

The electronics e-tailer will donate a percentage of its sales to the Kids In Need Foundation, which provides free school supplies to students in low-income schools across the U.S.

Marathon Projects also represents clients such as Carnival, Sally Hansen, Modigliani, Bosley, PDA Dominoes and the USA Racquetball Association.