



For Immediate Release

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Kids In Need Foundation Equipping Homeless Students For Back To School

Dayton, Ohio –October 8, 2009 – Nationwide children are settling in to the school routine. Excited or not about returning, students who can't enter their classrooms with the necessary school supplies start the year at a disadvantage. The Kids In Need Foundation provides free school supplies to kids who need them, and this year, in addition to the 1.6 million children served through a national network of 23 Resource Centers, Kids in Need looked for ways to serve additional students.

As a result, 500 homeless elementary and middle school students in School District U-46, Illinois' second largest school district serving Elgin and 11 communities, are the recipients of backpacks stuffed with supplies they need to participate in classroom activities. According to U-46 Superintendent José M. Torres this donation comes at a time when families are struggling, including the 539 homeless students served by the district last school year.

“When the Kids In Need Foundation heard about this need in Elgin, we reached out to companies that are known to support our Foundation and care about educating the youth of America,” said Dave Smith, executive director of the Kids In Need Foundation. “Newell Rubbermaid, OfficeMax, and Sanford responded immediately with offers to help us equip these kids, who are already dealing with great stress about their housing situation. We hope these backpacks lift one burden from their shoulders and from the shoulders of their parents.”

“We were thrilled to work with Kids In Need and to give children in dire circumstances a little relief by providing school supplies to help them succeed in school,” said Carolynn Brooks Chief Diversity Officer for OfficeMax. “Education and teachers are our core cause focus at OfficeMax. By providing the

necessary classroom tools we feel that we are giving all children an opportunity and a chance to learn, grow and succeed.”

Sandra Bury of Newell Rubbermaid says her firm “is proud to partner with Kids in Need Foundation in their mission to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. We are especially pleased to be involved in this effort to meet the needs of students in the Elgin School District. We recognize the strength of our future leaders resides in the actions and commitments we as a larger community make today. We are proud of Building Brands that Matter, and are thankful for the opportunity to join Kids in Need Foundation and Office Max in this event.”

In addition, Kids In Need received a portion of the cost of the backpacks as a donation from Bags in Bulk, the backpack supplier.

Tammy Haggerty Jones, a 2008 Kids In Need Foundation Teacher of the Year Award recipient, organized the assembling of the supplies, which included paper, pencils, pens, folders, and crayons, among many other items, from OfficeMax and Sharpie markers from Newell Rubbermaid and Sanford. Principal Carol Moxey and students from Crown Point Christian School in St. Johns, Indiana, spent a day in community service, stuffing the backpacks with supplies. The backpacks were then boxed and shipped to Elgin.

About Kids In Need Foundation

The Kids In Need Foundation is a national 501(c)(3) charitable organization founded in 1995. The Foundation’s mission is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The Kids in Need National Network of Resource Centers includes 23 facilities that allow teachers from low-income schools to obtain free school supplies for their students. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. The Kids in Need Foundation has distributed nearly \$300 million in school supplies since its founding, directly benefiting 1.6 million students and 100,000 teachers annually, and has awarded \$1 million in grants to teachers. The Kids In Need Foundation has received Charity Navigator’s highest four-star rating, indicating that it executes its mission in a fiscally responsible way and outperforms most other charities in America. For more information, visit www.kinf.org. Follow Kids In Need on Twitter, <http://twitter.com/kidsinneed>