



FOR IMMEDIATE RELEASE

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The Kids In Need National Network of Resource Centers Expands

DAYTON, OHIO – January 13, 2010 – The Kids In Need Foundation, a national, non-profit organization dedicated to providing free school supplies to economically disadvantaged school children and under-funded teachers, announced today it has added two teacher free stores to its network. The new affiliates being added to the Kids In Need National Network of Resource Centers are located in McAllen, Texas, and Dayton, Ohio.

Affiliates of the Kids In Need National Network serve schools in their local areas attended by high percentages of students on the federal free and reduced lunch program. Although typically located in warehouses or similar environments, the facilities are set up the same as a retail store where any teacher would go to buy supplies for their students or classrooms. The difference is that there is no charge for any of the school supplies or teaching aides taken from the shelves.

“We are very proud to become a member of the Kids In Need National Network of Resource Centers,” said Steve Rubenstein, executive director of Crayons to Classrooms. “From the beginning, it has been a strategic goal of ours to become an affiliate. Working collaboratively, we look forward to leveraging the combined good works of both organizations in the greater Dayton community.”

The addition of School Tools, a program of the Foodbank of the Rio Grand Valley, in McAllen and Crayons to Classrooms in Dayton brings the total number of affiliates in the Kids In Need National Network to 25 centers. Inclusion in the network is by invitation only and is based on a center's stability and efficiency, among other criteria.

“School Tools and Crayons to Classrooms are two centers making an impact in their communities,” said Dave Smith, executive director of the Kids In Need Foundation. “Their service models closely align with that originally designed by Kids In Need, and we are proud to be able to help them serve students most in need.”

As affiliates, the centers are eligible to receive school supplies donated to the Kids In Need Foundation by manufacturers and retailers. In 2009, Kids In Need distributed more than \$37 million dollars worth of school supplies, incentive and reward items, and office furniture to the free stores in the network. Combined with the product procured by the individual centers locally, the network provides school and classrooms supplies to 1.6 million children and 100,000 teachers annually.

“We are grateful to our charitable community,” said Joanna Crane, School Tools manager. “It is because of them that our program for the children of The Rio Grande Valley prospers. These children are our future and we would like to do all we can to ensure their success.”

About School Tools

School Tools serves three counties in the Texas Rio Grande Valley, including twelve school districts with thirty-nine schools. The program supplies students in kindergarten and second through fifth grade. Teachers begin shopping the week before school starts through November and begin again in January through April.

About Crayons to Classrooms

Crayons to Classrooms is a free resource center for teachers from under-funded K-12 schools serving children who live in poverty in the Miami Valley area of Ohio. In partnership with local foundations, businesses, individual donors, and community volunteers, Dayton's Crayons to Classrooms (DC2C) lifts at-risk children's level and love of learning by providing them the basic school supplies that are essential to academic achievement at no cost to the children's teachers, families, or schools. Crayons to Classrooms first opened the doors of our free store in January of 2009. By December 31, 2009, we were serving 619 teachers from 23 Dayton schools and providing useful classroom materials to 11,606 children. We distributed classroom supplies worth \$319,912. DC2C is located in the Goodwill Easter Seals Miami Valley Regional Administration Building at 1511 Kuntz Road in Dayton, Ohio. [Learn more at www.dc2c.org]

About the 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 25 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 more than \$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>

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