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Kids In Need Foundation Announces Participation in Target's Give Joy Program

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DAYTON, OHIO – December 23, 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, announces its partnership with Target's Gift of Joy Program. From December 19 through December 25, 2010, Target will donate \$5 for every person who submits a Gift of Joy wish list through Target's Facebook page, up to \$50,000. Participants also have the opportunity to enter into a drawing for a chance to win a Target gift card. The Kids In Need Foundation is one of four beneficiaries of Target's Give Joy program. Each charity is featured for one week in December.

"We are thankful to Target for their generosity in this Gift of Joy partnership," said Dave Smith, Executive Director of the Foundation. "Target is giving each visitor to their Facebook page an opportunity to help put school supplies into the hand of a child who may not have their own pencil or notebook. Together, we are reminded that one of the true joys of the season is giving."

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 more than \$350 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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