

For Immediate Release

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**OFFICE PRODUCTS MANUFACTURERS AND RETAILERS PARTNER WITH KIDS IN NEED
FOUNDATION TO PROVIDE SCHOOL SUPPLIES TO HURRICANE VICTIMS**

Special eBay site gives consumers opportunity to help make a difference

Dayton, OH-October 15, 2005 – The SHOPA Kids In Need Foundation, the charitable arm of the School, Home & Office Products Association (SHOPA), is partnering with several leading manufacturers and retailers in the industry to help students displaced by Hurricane Katrina get necessary school supplies.

Industry leaders, including MeadWestvaco Corporation, OfficeMax, Inc., Dixon Ticonderoga Company, Avery Denison, BIC Consumer Products, USA, and Fiskars Brands, Inc., are responding to the call for hurricane help from the SHOPA Kids In Need Foundation with funds and products.

This partnership has also opened up ways for others to get involved in the relief effort. Individuals wanting to make a direct impact on the lives of students affected by Hurricane Katrina can visit the MeadWestvaco Web site, www.mead.com, or the Kids In Need site, www.kidsinneed.net. On the MeadWestvaco site, visitors can click on the “Kids in Need” link, which will take them to the SHOPA Kids In Need Foundation’s eBay page. Here, persons wishing to help provide school supplies to school districts that are taking in displaced students can make a \$12 donation that will cover the cost of a school pack for a student in need. Each school pack contains a 200 count pack of filler paper, a pencil bag, scissors, glue, glue sticks, a calculator, spiral notebooks, a ruler, crayons, markers, colored pencils, pencils, a crayon/pencil sharpener, and a box of facial tissues.

“We thought it was important to provide a way for the general public to get involved and really feel like they are making a difference,” said Brian Effer, MeadWestvaco Marketing Manager. “For just \$12 you can adopt a student and know that you are providing a very important staple of childhood – the tools necessary to learn.”

The SHOPA Kids In Need Foundation supports 21 Resource Centers to help provide school products to 1.1 million economically disadvantaged children annually. This year, however, Hurricane Katrina has dramatically increased the need for supplies and made it necessary for Kids In Need to expand the reach of its centers. An estimated 400,000 school children have been forced to leave their hurricane ravaged homes and re-enroll in different schools districts that are already typically short of supplies.

The SHOPA Kids In Need Foundation is working closely with the U.S. Department of Education to pinpoint which areas are most in need, and they are working to meet these needs with the help of manufacturers such as MeadWestvaco. Resource Centers are donating products in bulk to areas near them which are absorbing high numbers of evacuees. For school districts not near a Resource Center, individual school packs are being assembled and shipped directly to districts, schools, and other relief agencies.

“All of the manufacturers and retailers involved in this effort are long time supporters of Kids In Need,” said Kathy Spencer, executive director of the SHOPA Kids In Need Foundation. “We are always appreciative of their donations. Now they have stepped forward to offer additional resources to help these children who have been left with nothing. We can’t say thank you enough.”

About the SHOPA Kids In Need Foundation

The SHOPA Kids In Need Foundation is a national 501(c)(3) charitable organization founded in 1995 by the School, Home, & Office Products Association (SHOPA). The Foundation's mission is to recognize, promote, and support initiatives that foster educational excellence. Now in its tenth year, the SHOPA Kids In Need Foundation has distributed more than \$150 million in school supplies, directly benefiting 1.1 million students and 65,000 teachers annually. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. For more information, visit www.kidsinneed.net.

About SHOPA

SHOPA, founded in 1991, is a nonprofit trade association representing nearly 1,200 manufacturers, manufacturer representatives, retailers, wholesalers, distributors, commercial/contract stationers and service companies involved in the production, distribution and sale of school supplies and office products. The Association also produces SBTS (SHOPA Buyer-to-Seller), Marketplace events, which facilitate pre-scheduled and one-on-one meetings. SHOPA, in cooperation with Messe Frankfurt and PROPAPER, is producing Paperworld USA in November, the international trade event for the school, home and office products industry. For more information, visit www.shopa.org.

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