



FOR IMMEDIATE RELEASE

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**Target Donates 1,752 Miles of Spiral Notebooks to The
Kids In Need Foundation**
Notebooks distributed to students nationwide

DAYTON, OHIO – March 4, 2010 – How many spiral notebooks laid end to end would it take to reach from Washington, DC, to St. Louis, or from Nashville to New York City? 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 distributed more than 2.6 million four packs of notebooks to students nationwide because of an unprecedented donation from Target, the national sponsor of the Kids In Need Network of Resource Centers.

That's 4,195 pallets of notebooks. Or 184 semi truckloads. Or nearly 740 million sheets of paper.

“Anyway you look at it, that’s a lot of notebooks, fulfilling the needs of an enormous number of school kids,” said Dave Smith, executive director of the Kids In Need Foundation. “We are very appreciative of this donation from Target, especially at this time when more and more children are being forced to do without.”

The Kids In Need National Network of Resource Centers consists of 24 free stores for teachers and serves more than 1.6 million children annually. Typically located in warehouses or similar environments, the facilities are set up the same as retail stores. Teachers from pre-qualified schools shop at the centers for items needed by students whose families cannot afford to purchase school supplies. The big difference is, there is no charge for anything taken from the stores.

Because of the size of Target's donation, the Foundation was not only able to ship notebooks from the 25 Target distribution centers to the 24 Kids In Need affiliate stores but also to provide notebooks to eight additional facilities that are providing free supplies to students.

"I spent about three hours today calling school superintendents and offering one notebook per student," said Ruth Libby, founder and president of Ruth's Reusable Resources in Portland, Maine, a Kids In Need affiliate. "One week we moved 50,925 of them with another 50,000 going the next week!"

"Our first obligation is to our affiliates," said Smith, "but this donation was so generous that we were glad to reach out to other facilities. Our mission is simple: get school supplies into the hands of kids who need them."

And the need is great.

"The Tacoma school district was so excited at the district headquarters--due to all the budget cuts, this was a huge donation to fill a big gap," said one teacher in Washington. "Seventy-five pallets were distributed through the whole district. Many schools in East Tacoma have 90 percent or higher of the student population qualifying for free/reduced lunch."

Another teacher in her note of thanks pointed out, “There is dignity with a new notebook. Notebooks, pencils, and paper are so important.”

Target has been a long time supporter of the Kids In Need Foundation, providing financial and product donations, in-kind services and resources, and volunteers who serve the Foundation as members of the Board of Directors and committees and help staff at the 24 Resource Centers in the national network. The Kids In Need Foundation was recently named by Target as one of five charities to receive a donation from Target’s Super Love Sender Facebook campaign.

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 Foundation has distributed more than \$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 conducts business 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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Centers that received notebooks:

Additional quotes from centers and teachers are available.