



FOR IMMEDIATE RELEASE

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The Kids In Need Foundation Announces \$250,000 Toy Donation by Scentsy, Inc., in time for the Holidays

DAYTON, OHIO – December 8, 2010 – The Kids In Need Foundation announced that Scentsy, Inc., a rapidly growing party-plan company which offers scented, wickless candles and other fragrance products, donated \$250,000 in plush toys to be distributed to Kids In Need National Network of Resource Centers across the country. The donation was announced today as part of the NBC TODAY Show’s annual toy drive and is part of a larger pledge by Scentsy worth \$2.5 million in toys for nonprofit organizations dedicated to helping children.

“Teachers often use toys and games as rewards and incentives for their students, and not just during the holidays. That’s why we are fortunate to be one of the recipients of this year’s TODAY Show gift drive,” said Dave Smith, executive director of the Kids In Need Foundation. “The mission of our organization is to ensure that every child is prepared to learn and succeed by providing school supplies nationally to students most in need. This holiday season, many teachers visiting our resource centers will leave with both school supplies and some holiday gifts to distribute to boys and girls who may otherwise be without a gift this year.”

The Kids In Need Foundation will receive 10,000 Scentsy Buddies, a cuddly companion for children ages three and up. There are six Scentsy Buddies to choose from, and each features a zippered pocket that holds a fragrant Scent Pak™. Children can register their Buddy, play games, and print an adoption certificate at an interactive website, www.scentsybuddy.com.

“We try to contribute more than we take everywhere we do business,” said Heidi Thompson, President of Scentsy. “We are blessed to be in a position where we can help children around the country. We hope our Scentsy Buddies will create some wonderful memories for kids this holiday season.

Scentsy’s flagship product is a wickless candle heated in a decorative ceramic warmer. The Scentsy Buddy is the newest addition to the company’s home fragrance line and allows children to enjoy fragrance in a fun, safe way.

The Kids In Need Foundation will allocate their portion of the donations to the Kids in Need National Network of Resource Centers, which includes 25 facilities that allow teachers from low-income schools to obtain free school supplies for their students.

Please follow the link to view the Scentsy Buddies: <http://www.scentsy.net/en-us/product-gallery/scentsy-buddy.aspx>

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>

About Scentsy

Scentsy, Inc. is a rapidly growing party plan company offering a variety of scented, wickless candles heated in decorative ceramic candle warmers. The simplicity and value of its flameless candle products provide a better alternative to burning wicked candles in the home and office. What began in 2004 in a 40-foot ocean container on a small sheep farm is now an international company headquartered in Meridian, Idaho, with more than 80,000 current Independent sales Consultants in the United States, Puerto Rico, Guam and Canada. To learn more or find a Consultant, visit www.scentsy.com.

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