



**FOR IMMEDIATE RELEASE**

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**FirstDay Financial Federal Credit Union Sponsors School Box  
Program With MeadWestvaco**

**DAYTON, OH -- JUNE 30, 2005 --** Plans are underway for the FirstDay Financial Federal Credit Union's School Box program, presented by MeadWestvaco. School Box is a program to provide children attending elementary and middle schools in Dayton with free school supplies as they begin the 2005-2006 school year. The program is being administered by the SHOPA Kids In Need Foundation, with the help of FirstDay Financial Federal Credit Union, MeadWestvaco, and other local corporate sponsors and partners.

"FirstDay Financial Federal Credit Union has a commitment to serve all of its members, including those members of modest means and limited resources," said Toni Lindsey, vice president of marketing at FirstDay Financial. "The School Box Program fits perfectly with our philosophy of *people helping people*, and it allows us to help the youngest members in the Dayton community."

"A good education is essential for self-sufficiency and success in our society today; and all children deserve an opportunity to make the most of their school experience," said Kathryn A. Strawn, vice president and executive director of the MeadWestvaco Foundation. "MeadWestvaco is proud to partner with the SHOPA Kids In Need Foundation and others to help provide young people with the tools they need to do their very best."

The Kids In Need Foundation, founded by the School, Home, & Office Products Association (SHOPA) in 1995, distributes approximately \$30 million worth of free school supplies to 1.1 million children and 65,000 teachers annually through its National Network of Kids In Need Resource Centers.

“As a national organization, we have 21 Resource Centers throughout the U.S.,” said Penny Hawk, program manager of the SHOPA Kids In Need Foundation, which is headquartered in the Dayton area. “We also conduct school supply giveaways in cities in which we do not have Centers, so we wanted to bring that program to our hometown.”

In addition to the School Box program, the SHOPA Kids In Need Foundation is assisting the City of Dayton Parks, Recreation, and Culture department in procuring supplies for the City’s back-to-school rally.

The Kids In Need Foundation has previously donated paper and lesson plan resource guides for use by local teachers. The Foundation has awarded several thousand dollars in grants to Miami Valley teachers through its Kids In Need Teacher Grants program, which is sponsored locally by FirstDay Financial Federal Credit Union.

“Both FirstDay Financial Federal Credit Union and MeadWestvaco are long-time supporters of Kids In Need,” said Hawk. “That was another good reason to bring the program to Dayton. There are strong Dayton-based companies that have a history of stepping forward to assist this community.”

Other companies that have signed on to help support the School Box program include Standard Register, Vectren, Miller-Valentine Group, Iams, and Wal-Mart/Sam’s Club. Hawk stated that more sponsors are still needed to reach the goal of providing approximately 12,500 students with starter kits of school supplies. Companies, organizations, or individuals interested in helping can contact the SHOPA Kids In Need Foundation at 297-2250.

“Children cannot do their schoolwork and homework if they don’t have the proper supplies. Academic success often eludes these kids,” said Hawk. “We hear from teachers and principals whose students are served by Kids In Need that having school supplies results in fewer disciplinary problems, less frequent absences, and higher test scores.”

The School Box program mirrors the philosophy of the Kids In Need Resource Centers, at which teachers shop for supplies needed by their students. To shop at the Resource Centers, teachers must be from a school in which at least 70% of the student body is eligible for the federal free and reduced lunch program. No school district, school, teacher, or student is ever charged for the supplies. Since the Dayton Public School District is completely Title I, potentially all students are eligible to receive supplies. The supplies being distributed through School Box will be delivered to elementary and middle school students at their schools.

FirstDay Financial Federal Credit Union was founded in 1935 to serve teachers in the Dayton School District. Nearly 70 years later, the credit union is serving school employees from 40 schools and 20 school districts and many other groups in the Greater Dayton Area. FirstDay Financial has five branch locations, more than 13,000 members and \$70,000,000 in total assets. FirstDay Financial Federal Credit Union employs nearly 50 people in the Dayton area. For more information, visit [www.firstdayfinancial.org](http://www.firstdayfinancial.org).

MeadWestvaco, headquartered in Stamford, Conn., is a global packaging company that delivers high-value packaging solutions and products to the world’s most recognized companies in the food and beverage, media and entertainment, personal care, cosmetic and healthcare industries. The company also has market-leading positions in its Consumer & Office Products, Specialty Chemicals and Specialty Papers businesses. MeadWestvaco, with operations in more than 29 countries, has been selected for the Dow Jones Sustainability Indexes, and manages its forestlands in accordance with the Sustainable Forestry Initiative®. For more information, please visit [www.meadwestvaco.com](http://www.meadwestvaco.com).

The SHOPA Kids In Need Foundation is a national non-profit organization providing school supplies to impoverished children and under-funded teachers. A 501(c)(3) charitable organization founded in 1995, 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. For more information, visit [www.kidsinneed.net](http://www.kidsinneed.net).

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, Inc. and PROPAPER, is producing Paperworld USA in November, the international trade event for the school, home, and office products industry. For more information, visit the Web site at [www.shopa.org](http://www.shopa.org).

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