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Kids In Need Foundation Calls on its Fans on Facebook for Votes
Target Selects Kids in Need As One of Ten Charities to Receive a Portion of \$3 Million

Dayton, OH (May 11, 2009) – The Kids In Need Foundation today announces its participation in Bullseye Gives, the first-ever Target giving campaign on Facebook®. From May 10 through May 25, Kids In Need Foundation fans on Facebook, constituents, donors, and supporters, can visit facebook.com/Target and vote for the organization to win a portion of a \$3 million charitable donation. The more votes, the larger the donation.

“This is a great opportunity for us to give free school supplies to more students who desperately need them, so we are very grateful that Target chose the Kids In Need Foundation to be part of this project,” said Dave Smith, executive director of the Foundation. “Most of the Resource Centers in our national network were started because one person had a great idea and convinced others it was worthy. They are grassroots efforts to help students in their own communities. Bullseye Gives means one person can vote for a good cause like providing free school supplies to kids and then pay it forward by asking their friends and family and Facebook fans to also vote for the Kids In Need Foundation.”

Since 1995, the Kids In Need Foundation has provided free school supplies to children from low income families through a network of resource centers or free stores for teachers. With funds received from Bullseye Gives, the Foundation hopes to increase the impact made by Kids In

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Need nationwide by exploring opportunities to open additional centers and procuring and distributing more product to current centers, increasing the number of children being served.

Votes for the Kids In Need Foundation can be cast at <http://www.facebook.com/target>.

The percentage of votes per charitable organization will correlate to the charities' portion of the \$3 million. All votes and dollars allocated will be updated in real time on the Target Facebook page throughout the course of the contest. Site visitors can vote once per day, every day, throughout the contest. The final charitable donation allocations per charity will be announced on May 26.

“At Target, our reputation is built on our legacy of giving, and Bullseye Gives is an incredible opportunity for us to continue to engage Target guests and the online community,” said Laysha Ward, president, community relations, Target. “This is a unique way to help raise awareness of the important work these deserving charities do and increase localized volunteerism nationwide.”

The other nine charities participating in Bullseye Gives include American Red Cross, Breast Cancer Research Foundation, Feeding America, HandsOn Network/Points of Light Institute, Parent Teacher Association, National Park Foundation, Operation Gratitude, St. Jude Children's Research Hospital[®], and The Salvation Army.

About Kids In Need Foundation

The Kids In Need Foundation is a national 501(c)(3) charitable organization whose 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 23 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 \$1 million in grants to teachers.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,699 stores in 49 states nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million a week.

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