



FOR IMMEDIATE RELEASE

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KIDS IN NEED FOUNDATION IS 2010 RECIPIENT OF NBC TODAY SHOW TOY DRIVE

DAYTON, OH – November 17, 2010 – The Kids In Need Foundation, a non-profit organization that has distributed more than \$300 million in school supplies to low-income students since 1995, is pleased to announce they have been selected as a recipient of the 2010 TODAY Show Toy Drive. This year, the NBC morning show is expected to distribute more than \$30 million worth of books, clothing, games, electronics and toys to non-profit organizations nationwide. 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.

“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.”

Starting November 29, the TODAY Show will encourage all visitors to Rockefeller Plaza to bring a gift for a child and donate it live to a surprise guest. Previous surprise guests have included George Clooney and Scarlett Johansson.

The TODAY Show Toy Drive is a project of the TODAY Show Charitable Foundation, Inc., a 501c3 non-profit organization.

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. The national sponsor of the Kids In Need Network is Target, a long time supporter of the Kids In Need Foundation. 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>

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