



FOR IMMEDIATE RELEASE

Contact: Penny Hawk
Kids In Need Foundation
Ph: 937-296-1230, ext. 303
email: pennyh@kidsinneed.net

KIDS IN NEED FOUNDATION ANNOUNCES INDEPENDENCE FROM FOUNDING ORGANIZATION

DAYTON, OHIO – January 22, 2008 – The Board of Directors of the Kids In Need Foundation, a national, non-profit organization dedicated to providing free school supplies nationwide to economically disadvantaged schoolchildren and under-funded teachers, announces its separation from the School, Home & Office Products Association (SHOPA). Founded in 1995, the Foundation provides free school supplies to 1.5 million children and 100,000 teachers each year.

“We leave SHOPA on a note of gratitude for their past support,” said Dave Smith, Executive Director of the Kids In Need Foundation. “The Foundation benefited enormously from SHOPA’s financial support and leadership. However, for several years now, Kids In Need has relied solely on the financial and product contributions of corporations and individuals from within and outside the school supplies and office products industry. We have achieved a level of maturity that allows us to accomplish our mission better as an independent organization.”

In 2007, the Kids In Need Foundation distributed nearly \$32 million worth of product to students and teachers through a national network of 24 resource centers and will serve its 10 millionth student during the 2007-2008 academic year. Teachers visit the centers to obtain supplies for students from low-income

families so they have the tools needed to succeed in the classroom. The Kids In Need National Network is supported by national sponsors, which include Target, Dixon Ticonderoga Company, Office Depot Foundation, and The Coca-Cola Company.

In addition, the Foundation conducts the Kids In Need Teacher Grants program, awarding more than \$100,000 each year to teachers. The Teacher Grants are offered through sponsoring retail chains (Office Depot, Jo-Ann Fabric and Craft Stores, Fred Meyer, Rite-Aid, Publix, and Sav-On Office Supplies) and education credit unions that support the program through financial donations and back-to-school promotions. The intent of the grants is to offer educators the opportunity to teach original, innovative projects for which no other funding is available. All certified kindergarten through twelfth grade teachers in the U.S. are eligible to apply.

“With the support of our corporate partners and our dedicated staff and volunteers, the Kids In Need Foundation will be serving children and teachers for many years to come,” said Smith. “We are enthusiastically looking forward to seizing new opportunities and forming additional partnerships with companies and individuals who care deeply about giving kids a better chance to succeed.”

The Foundation has moved its headquarters to 3077 Kettering Blvd., Suite 114, Dayton, OH 45439. Anyone interested in making donations or discussing partnership opportunities can contact the Foundation by calling 937-296-1230 or emailing info@kidsinneed.net.

The 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 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 and has awarded nearly \$1 million in grants to teachers since its founding. For more information, visit www.kidsinneed.net.