



**FOR IMMEDIATE RELEASE**

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**PILOT PEN CORPORATION DONATES MORE THAN \$5.3 MILLION IN PRODUCT  
TO THE KIDS IN NEED FOUNDATION**

**DAYTON, OH -- AUGUST 15, 2007 --** Pilot Pen Corporation of America, one of the nation's leading manufacturers of writing instruments, has donated more than \$5.3 million worth of product to the Kids In Need Foundation. The donation is being distributed to the Foundation's national network of Resource Centers that provide free school supplies to children and teachers throughout the U.S.

"Pilot's product donation will allow students across the country to return to school this year without the fear that they are not prepared to participate in classroom activities," said Tom Caulfield – National Sales Manager – Mass Market. "Almost everything that goes on in a classroom involves writing. Pilot knows how important it is for students to have writing instruments at school."

"This is one of many generous donations from Pilot, and we are very grateful," said Dave Smith, executive director of the Kids In Need Foundation. "A donation like this is greatly appreciated by the Foundation and by the people who operate the Resource Centers we support."

The Kids In Need Foundation accepts donations of school supplies and arts and crafts materials to provide to the teachers who visit Resource Centers located in Albany and Atlanta, GA, Beaumont and Dallas, TX, Charlotte, NC, Chicago, IL, Cincinnati and Cleveland, OH, Detroit, MI, Indianapolis, IN, Los Angeles,

CA, Minneapolis, MN, Newark, NJ, Bronx, NY, Fort Lauderdale, Orlando, and Tampa, FL, Scarborough, ME, Seattle, WA, St. Louis, MO, Philippi, WV, Picayune, MS, and Washington, D.C. Teachers from designated low-income schools in or near those cities are invited to the Centers to shop for supplies needed by their students. No teacher, student, or school district is ever charged for the supplies.

Pilot Pen Corporation of America has actively supported the Kids In Need Foundation since its founding in 1995. Pilot employees hold volunteer positions within the organization, and Pilot will be present at the Kids In Need Foundation's annual Gala, a fundraising event sponsored by Target, that is being held in Minneapolis on September 7.

### **About Pilot Pen Corporation of America**

Pilot Pen offers superlative writing instruments renowned for quality, performance and cutting-edge technology and consumer satisfaction. Widely acknowledged as innovators, Pilot was first to introduce Americans to fine point writing and currently maintains the top share position in the gel category with its #1 selling G2 pen. Pilot's line also includes the acclaimed Dr. Grip family of products that features an ergonomic, wide comfort grip that actually reduces writing fatigue. Pilot Pen has operated in the U.S. since 1972; its parent company is the oldest and largest manufacturer of writing instruments in Japan.

### **About the Kids In Need Foundation**

**The Kids In Need Foundation** is a national 501(c)(3) charitable organization founded in 1995 by the School, Home, & Office Products Association (SHOPA). 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 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 more than \$250 million in school supplies since its founding, directly benefiting 1.5 million students and 100,000 teachers annually, and has awarded more than \$771,000 in grants to teachers. For more information, visit [www.kidsinneed.net](http://www.kidsinneed.net).

## **About SHOPA**

**SHOPA**, founded in 1991, is a nonprofit trade association representing nearly 900 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 and PROPAPER, is producing Paperworld USA in November, the international trade event for the school and office products industry. For more information, visit [www.shopa.org](http://www.shopa.org).

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