

# Staples for **Students**

Do Something for kids in need.



**BOYS & GIRLS CLUB**  
OF BURBANK AND  
GREATER EAST VALLEY

## **FOR IMMEDIATE RELEASE**

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### **BurbankTeens ‘Do Something’ to Collect School Supplies for the Boys & Girls Club**

### **Stars from ABC Family’s *Pretty Little Liars* Join Staples and DoSomething.org to Promote the 4<sup>th</sup> Annual National School Supply Drive: Staples for Students – Do Something for Kids in Need**

**Burbank, July 13, 2011** – [DoSomething.org](http://DoSomething.org) and [Staples](http://Staples.com) (Nasdaq: SPLS) are teaming up with the stars from ABC Family’s hit show *Pretty Little Liars* for the Staples for Students – Do Something for Kids in Need national school supply drive ([www.staplesforstudents.org](http://www.staplesforstudents.org)). School supplies collected in Burbank, Glendale and North Hollywood, will benefit youth at the Boys & Girls Club of Burbank and Greater East Valley to equip them with tools they need to achieve academic success.

As part of the Staples for Students campaign ([www.staplesforstudents.org](http://www.staplesforstudents.org)), the stars of *Pretty Little Liars* -- Lucy Hale, Troian Bellisario, Ashley Benson, and Shay Mitchell -- are encouraging Burbank, Glendale and North Hollywood teens to make a difference this summer by collecting school supplies and dropping them off at their nearest Staples store from July 3<sup>rd</sup> through September 17<sup>th</sup>. In addition, Staples customers will be able to get involved by donating \$1 at any Staples store, with 100 percent of the proceeds benefiting students in need.

All school supplies and donations will be given locally to the Boys & Girls Club of Burbank and Greater East Valley to ensure they get into the hands of disadvantaged youth just in time for the new school year. As a national partner with Boys & Girls Clubs of America, Staples supports the organization’s mission to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. The Staples for Students school supply enables Club youth to achieve great futures by helping young people in need return to school prepared to learn and succeed.

“We are all thrilled to be the force behind this year’s Staples for Students campaign,” said Lucy Hale. “After participating in last year’s backpack stuffing event and sharing my experience with my cast-mates, we all knew we wanted to be a part of this great cause to encourage teens to make a difference to help students start the year off right.”

Since 2008, in growing the campaign along with DoSomething.org, Staples has helped to raise nearly \$2 million and has donated hundreds of thousands in school supplies for students in need throughout the country. Past celebrity supporters include singers Jordin Sparks, Ciara and Twilight star Nikki Reed.

“It’s hard to imagine sending your kids back to school without proper supplies, but the reality is that countless students face this challenge every year,” said Christine Mallon, vice president of retail marketing at Staples. “With help from our celebrities, Staples is ready to rally the public to get out and do something for kids who need our help the most this summer.”

The campaign invites all area teens and residents of any age to participate in the supply drive by donating school supplies at the Staples store located in Burbank, Glendale and North Hollywood. The Staples for Students campaign is offering easy, innovative and new ways for teens to get involved in this year's programs. By visiting [www.staplesforstudents.org](http://www.staplesforstudents.org), teens can sign-up or get more information to take action:

- **Request an Action Kit:** Whether it's summer camp, summer sports leagues, or at neighborhood block parties, students can get tips, resources, and flyers on running their own school supply drives in their neighborhoods.
- **Text SUPPLIES to 38383:** Students will receive more information on how to begin their own school supply drive or find their nearest Staples drop-off location (standard text messaging rates apply).
- **Join a Pretty Little Liar:** When teens log-on and select their favorite star from the campaign, \$1 will be donated by Staples (up to \$10,000) to the cause and in turn, teens will get exclusive, behind-the-scenes details from the actresses.
- **Check in on Foursquare:** Starting July 3<sup>rd</sup>, teens who check-in at any Staples store on Foursquare will also have a \$1 donated on their behalf by Staples to the campaign (up to \$5,000).

"DoSomething.org is all about action," said Nancy Lublin, CEO and Chief Old Person at DoSomething.org. "We're proud to continue our relationship with Staples on a campaign that gives young people the power to rock social change and really make a difference among their peers in their very own communities."

To further demonstrate support for DoSomething.org, Staples is continuing with their line of DoSomething.org-inspired products. This year features designs developed by students who won a contest to have their creative artwork showcased on products at Staples stores. These designs inspire fellow teens to take action in their community and will be available at Staples retail stores by July 3<sup>rd</sup>. Students interested in submitting artwork for the 2012 design contest can visit [www.dosomething.org/products/contests](http://www.dosomething.org/products/contests) to submit their designs by June 5.

#### About DoSomething.org:

DoSomething.org is the nation's largest organization dedicating to empowering young people to take action around any cause. By leveraging communications technologies and social media, DoSomething.org enables teens to convert their ideas and energy into positive action. The award-winning site inspires, empowers and celebrates a generation of doers: teenagers who recognize the need to do something, believe in their ability to get it done, and then take action. Plug in at [www.DoSomething.org](http://www.DoSomething.org).

#### About Staples:

Staples is the world's largest office products company and a trusted source for office solutions. The company provides products, services and expertise in office supplies, copy & print, technology, facilities and breakroom, and furniture. Staples invented the office superstore concept in 1986 and now has annual sales of \$25 billion, ranking second in the world in eCommerce sales. With 90,000 associates worldwide, Staples operates in 26 countries throughout North and South America, Europe, Asia and Australia, making it easy for businesses of all sizes, and consumers. The company is headquartered outside Boston. More information about Staples (Nasdaq: SPLS) is available at [www.staples.com/media](http://www.staples.com/media). Follow Staples on Twitter at <http://www.twitter.com/staplestweets> and on Facebook at <http://www.facebook.com/staples>.

About the Boys & Girls Club of Burbank and Greater East Valley

The Boys & Girls Club of Burbank and Greater East Valley founded in 1995 was a response to the local need for safe, healthy, productive activities for youth during after-school hours. Today, the Club has 14 sites and serves 1,100 daily youth in the Burbank and neighboring communities.

Main Club facility is located at 2244 N. Buena Vista St. Burbank, CA 91504 Telephone: 818-842-9333.

Website: [www.bgcburbank.org](http://www.bgcburbank.org)

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