



BOYS & GIRLS CLUBS
INLAND EMPIRE COALITION

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Do Something 101: Inland Empire Teens Unite to Put Tools for School in Deserving Hands of local Boys & Girls Clubs

Local Teens Join Pop Star Jordin Sparks, DoSomething.org and Staples in National Back-to-School Supply Drive

San Bernardino & Riverside Counties, California – Make this summer count! Pop star and American Idol™ winner Jordin Sparks has teamed with DoSomething.org, the organization that empowers teens to take action in their communities, and Staples, Inc. (Nasdaq: SPLS), the world's largest office products company, to ask Inland Empire teens to make a difference this summer.

The Do Something 101, (www.dosomething101.com), campaign encourages teens to collect school supplies and drop them off at their nearest Staples store, from July 6 through August 31, to ensure they get into the hands of deserving students just in time to head back to school. Staples is kick-starting the campaign by donating \$50,000 in school supplies to the cause. In addition, Staples customers can also get involved by donating \$2 at any Staples store location, with 100 percent of the proceeds benefiting local teens in need.

All school supplies and donations collected locally will be given to local Boys & Girls Clubs within the San Bernardino and Riverside Counties. This includes Clubs in the communities of Fontana, Redlands, San Bernardino, Beaumont, Temecula, and Cathedral City. All Clubs are not-for-profit organization that serves disadvantaged youth after school. Known as “The Positive Place for Kids,” the Clubs provide guidance-oriented character development programs on a daily basis for children 6-17 years old, conducted by a full-time professional staff.

“By teaming up with Do Something and most importantly, teens from across the country, it is truly inspiring to see what can be accomplished for thousands of youth unable to afford basic school supplies,” said **Demos Parneros**, president of U.S. Stores at Staples. “With help from celebrities like Jordin, we will be able to arm teens with the tools and resources they need to make a difference in their community.”

Jordin Sparks, hot off her hit single with Chris Brown, is helping to raise awareness for students in need by starring in the **public service announcement (PSA)** for the campaign, airing on Channel One, BusRadio, MySpace, Facebook, and television and radio stations nationwide.

“I’m very excited to be involved with the Do Something 101 campaign and to help motivate teens to get involved,” said **Sparks**. “There are so many kids in America that need school

supplies that don't have them and all somebody has to do is donate. It's so easy."

With more than 11 million young people in the United States living below the poverty line, [Do Something 101](#) is an easy way for teens nationwide to get involved.

"Do Something is all about action," said Do Something CEO Nancy Lublin. "We're proud to be spearheading a campaign that gives young people the power to lead something that matters to them."

Teens who want to make a difference can also go to www.DoSomething101.com for ideas on how to run local school supply drives. Suggestions include teens holding a movie night and "charging" their friends a backpack filled with school supplies as admission. Also, teens could put together a battle of the bands, car washes or carnivals with people donating school supplies at the door. Whether holding a school supply drive at summer camp, during a summer sports league, or at a neighborhood block party, Do Something has tips, resources, and flyers for how to get started and make the most of every teen's summer.

About DoSomething.org:

Do Something believes teenagers have the power to make a difference. We leverage communications technologies to enable teens to convert their ideas and energy into positive action. We inspire, empower and celebrate 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.

About Staples:

Staples, Inc. invented the office superstore concept in 1986 and today is the world's largest office products company. With 76,000 talented associates, the company is committed to making it easy to buy a wide range of office products, including supplies, technology, furniture, and business services. With 2007 sales of \$19.4 billion, Staples serves consumers and businesses ranging from home-based businesses to Fortune 500 companies in 22 countries throughout North and South America, Europe and Asia. Headquartered outside of Boston, Staples operates more than 2,000 office superstores and also serves its customers through mail order catalog, e-commerce and contract businesses. More information is available at www.staples.com.

Boys & Girls Clubs

Boys & Girls Club are affiliates of Boys & Girls Clubs of America. Known as "The Positive Place for Kids," the Clubs provide guidance-oriented character development programs on a daily basis for children 6-17 years old, conducted by a full-time professional staff. Key Boys & Girls Club programs emphasize character and leadership development, education and career development, health and life skills, the arts, sports, fitness and recreation.

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