

## PRESS RELEASE

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# Donate school supplies to children in need

## *School Tools Campaign*

### *August 1-31, 2007*

**CHARLOTTE, NC** – Throughout the month of August, Communities In Schools, Classroom Central, and WSOC-TV will again collaborate to organize the 11<sup>th</sup> annual **School Tools Campaign**, a drive to collect and distribute school supplies to children who need them. About 60,000 students – or 45.5% of all students in Charlotte-Mecklenburg Schools – qualify for free or reduced-price lunches, a common indicator of need. Many of these students will show up to their first day of school without pencils or paper. Their parents are faced with finding affordable housing, buying food and gas, and unfortunately, school supplies usually take a back-seat to these more pressing needs. The need for donated school supplies is great, especially for these families.

The **School Tools Campaign** is the region's largest school supply collection, operating in Mecklenburg and 21 surrounding counties. Last year in Mecklenburg County alone, more than **26 tons** of supplies were distributed to students in 98 Charlotte-Mecklenburg Schools. The success of **School Tools** relies heavily on the support of individuals and businesses in the community. Donations of supplies can be made in the following ways:

#### **Postal Collection Day - Saturday, August 4, 2007**

One of the most convenient ways for individuals to donate supplies is through "Postal Collection Day" on **Saturday, August 4**. U.S. Postal Service letter carriers will collect school supplies left at residential mail boxes in the following counties/cities: Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Mooresville, Rowan, Union, and Lancaster, SC.

#### **Classroom Central**

Donations may be dropped off at Classroom Central, 2116 Wilkinson Boulevard, throughout the month of August. Companies or groups interested in hosting their own collection should contact Sarah Porter at [sarah@classroomcentral.org](mailto:sarah@classroomcentral.org) or 704-377-1740, ext. 14 for more information on how to get involved.

#### **WSOC-TV Family Focus Partners and Special Collections / "Media Days"**

WSOC-TV Channel 9's Family Focus Partners provide major financial support to help promote the **School Tools Campaign**. This year's Family Focus partners are **Bank of Granite, Food Lion, Golden Corral, and Young Ford**. **These companies also have School Tools collection barrels located in their stores or lobby areas where customers can donate school supplies throughout the month of August.**

WSOC-TV will be broadcasting live on these dates at the locations listed below. Customers are encouraged to come out and donate supplies.

- **Wed., August 8** from 4:00 – 6:30 p.m. – **Food Lion at 2935 W.T. Harris Blvd.**
- **Thurs., August 9** from 12:00 – 3:00 p.m. – **Bank of Granite at 4415 Sharon Rd. (SouthPark location)**
- **Fri., August 10** from 4:00 – 6:30 p.m. - **Golden Corral–Pineville location**. Discount coupons for Golden Corral will be offered.
- **Fri., August 31** from 10:00 a.m. – 7:00 p.m. – **"Last Day Push" at WSOC** – On the final day of the Campaign, school supplies can be dropped off at WSOC-TV, 1901 N. Tryon Street. Donors can enjoy refreshments and meet WSOC-TV personalities.

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## Area Baseball Games

Sports fans can bring a handful of supplies and get in FREE to the following baseball games:

- **August 11 @ 7:00 pm - Hickory Crawdads** (*supplies stay in Catawba County*)
- **August 17 @ 7:15 pm – Charlotte Knights** (*supplies stay in Lancaster County, SC*)
- **August 24 @ 7:05 pm - Kannapolis Intimidators** (*supplies stay in Cabarrus and Rowan Counties*)

## Most Needed Supplies include:

Book bags, graphing calculators, markers, color pencils, highlighters, 3-ring binders, notebook dividers, pencil pouches/boxes, student scissors, composition books, rulers, erasers.

## Additional Information

### Volunteers

Volunteers are needed to help sort and organize the supplies. Those interested in volunteering should contact Sarah Porter with Classroom Central, 704-377-1740, ext. 14.

### Distribution of School Supplies

The supplies are distributed **at the schools** to students in need after the school year begins. Parents should speak to the child's teacher or guidance counselor.

### Sponsors and Logistical Support

- WSOC-TV Channel 9 Family Focus Partners: Bank of Granite, Food Lion, Golden Corral, and Young Ford.
- Media/Promotional Partner: KISS 95.1 FM
- Helping with logistical support for **School Tools** are the U.S. Postal Service, the N.C. and S.C. National Guard, and Greif Brothers Corporation.

## Donations, Questions, or to Volunteer, contact:

Sarah Porter  
Classroom Central  
704-377-1740, ext. 14  
[sarah@classroomcentral.org](mailto:sarah@classroomcentral.org)

Also: Visit the School Tools page on WSOC-TV's website:  
[www.wsoc.tv/family](http://www.wsoc.tv/family)

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Communities In Schools is the nation's leading community-based dropout prevention network, helping young people stay in school, successfully learn, and prepare for life by connecting needed community resources with schools. Since 1985, Communities In Schools of Charlotte-Mecklenburg, Inc. has mobilized locally existing resources and coordinated partnerships with health and human service agencies to help thousands of at-risk students overcome academic, social, and economic barriers. In addition to providing support services to students in 25 Charlotte-Mecklenburg public schools, the scope of current CIS programming also addresses college access (Think COLLEGE®), career exploration and workforce development. CIS is funded in part by Mecklenburg County, the United Way of Central Carolinas, corporate and individual support, and a generous grant from the Charlotte Merchants Foundation. [www.cischarlotte.org](http://www.cischarlotte.org)



Classroom Central equips students to effectively learn through the collection and distribution of free school supplies. By harvesting supply donations from manufacturers, businesses, and individuals, Classroom Central continuously stocks a 3,000 square foot retail store and a 12,000 square foot warehouse with all the resources children need to achieve. Currently Classroom Central serves teachers and support staff at 120 of the highest need schools in the Charlotte region. [www.classroomcentral.org](http://www.classroomcentral.org)