



**FOR IMMEDIATE RELEASE**

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## **The Kids In Need Foundation hosts Super Goal: Miami 2020 to provide backpacks and school supplies to 10,000 Miami-Dade County students**

*Professional football players, Miami Beach High School students, local and national partners team up to fill 10,000 backpacks on Jan. 30*

Miami, Fla. (January 27, 2020) –The [Kids In Need Foundation](http://www.kinf.org) (KINF), a national nonprofit dedicated to ensuring that every child is prepared to learn and succeed in the classroom by providing free school supplies nationally to students most in need, is teaming up with local and national partners, Miami-Dade County high school students, and professional football players to host Super Goal: Miami 2020 on Thursday, Jan. 30 at Miami Beach Senior High School (2231 Prairie Ave, Miami Beach, FL 33139).

During the event, 10,000 backpacks will be filled with appropriate school supplies with support from partners: Five Below, BIC, Shurtape Technologies, Miami Dade College, and Scholastic Book Fairs. Mercy Chefs, a non-profit disaster relief organization that serves professionally prepared meals for victims, volunteers and first responders in national emergencies and natural disasters, will support the event by preparing a tailgate for all participants. Backpacks will then be delivered on Friday, Jan. 31 across Miami-Dade County to elementary schools that are a part of The Education Fund's [Food Forest for Schools](http://www.educationfund.org) program.

“The Kids In Need Foundation is excited to participate in the Super Bowl LIV festivities by collaborating with our dedicated partners to distribute 10,000 new backpacks filled with appropriate school supplies to students in Miami-Dade County,” said Corey Gordon, CEO of the KINF. “We are also looking forward to collaborating with professional football players who are passionate about education and supporting the needs of teachers and underserved students across the country. Ensuring that 10,000 local students have the supplies they need for this semester gives us great momentum as we hope to support over 10 million students in 2020.”

“Most people don’t realize that the need for school supplies doesn’t go away after the first week of school,” said Linda Lecht, president of The Education Fund. “We work with teachers to help keep their classrooms stocked with supplies throughout the school year through our Ocean Bank Center for Educational Materials. It’s thanks to donors, corporations and organizations like Kids in Need that ensures we have the supplies teachers and students need for academic success.”

Twelve schools will receive backpacks throughout Miami-Dade County. All schools are a part of The Education Fund’s Food Forest for Schools program, which has 51 edible gardens in elementary schools, 26 of which are food forests that harvest fresh produce for school lunches and for students to take home. Miami-Dade County Public Schools is the fourth-largest school district in the United States, comprised of 392 schools with an enrollment of 345,000 students. Last year, an average of 69% of those students received free and reduced lunch.

“Partnerships between Miami Dade College (MDC) and organizations such as Kids in Need are vital to our community,” said Dr. Rolando Montoya, MDC’s Interim President. “At MDC we are committed to providing students with the tools and resources they need to achieve their academic goals.”

For more information about the KINF and its programs, please visit [www.kinf.org](http://www.kinf.org).

### **About The Kids In Need Foundation**

The Kids In Need Foundation’s mission is to ensure that every child is prepared to learn and succeed in the classroom by providing free school supplies nationally to students most in need. The Kids In Need Foundation, a national 501(c)(3) charitable organization founded in 1995, has distributed \$1 billion in school supplies since the Foundation’s inception; and benefitted more than six million students and nearly

200,000 teachers in 2018. For more information, visit <https://www.kinf.org/>, and join us on Facebook, Twitter, & Instagram: @KidsInNeed.

**About The Education Fund:** The Education Fund's current initiatives, including Food Forests for Schools, Ideas with IMPACT, Teach-A-Thon and Taste of Education, Ocean Bank Center for Educational Materials, and *For The Love of Art* Annual Charity Auction, bring innovative methods to our schools; inform the community about public education; and encourage private sector investment in public education. For its success in innovation, The Education Fund has won the Greater Miami Chamber of Commerce's NOVO Award. The Education Fund's work with the private sector has resulted in more than \$58 million raised to improve education for public school students and teachers in Miami-Dade County. Visit [www.educationfund.org](http://www.educationfund.org).

**About BIC:**

BIC is a world leader in stationery, lighters and shavers. For 75 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication BIC has become one of the most recognized brands and is a trademark registered worldwide for identifying BIC products which are sold in more than 160 countries around the world. In 2018, BIC Net Sales were 1,949.8 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 60 indexes. BIC is also part of the following Socially Responsible Investment indexes: CDP A list and CDP "Supplier Engagement rating Leader board", Euronext Vigeo – Eurozone 120, Euronext Vigeo – Europe 120, FTSE4Good indexes, Ethibel Pioneer and Ethibel Excellence Investment Registers, Ethibel Sustainability Index (ESI) Excellence Europe, Stoxx Global ESG Leaders Index.

**About Five Below:**

Five Below is a leading high-growth value retailer offering trend-right, high-quality products loved by tweens, teens and beyond. We know life is way better when you're free to "let go & have fun" in an amazing experience filled with unlimited possibilities. With most items priced \$1-\$5, and some extreme value items priced up to just \$10, we make it easy to say YES! to the newest, coolest stuff across 8 awesome Five Below worlds: Style, Room, Play, Create, Party, Candy, New & Now and Ten Below Tech. Founded in 2002 and headquartered in Philadelphia, Pennsylvania, Five Below today has over 900 stores in 36 states. For more information, please visit [www.fivebelow.com](http://www.fivebelow.com).

**About Shurtape Technologies:**

Headquartered in Hickory, N.C., Shurtape Technologies, LLC, is an industry-leading manufacturer and marketer of adhesive tape and consumer home and office products, with facilities in the United States, United Kingdom, Germany, Mexico, Peru, United Arab Emirates, China and Australia. Together, our subsidiaries serve numerous markets, including DIY, home products, industrial/MRO, building and construction, electrical, packaging, HVAC/insulation, professional paint, automotive, marine, aerospace, arts and entertainment, graphic arts, sound control, medical and retail. In addition to specialty adhesive solutions, we offer products under recognizable brand names such as Duck®, FrogTape®, Painter's Mate®, Shurtape®, T-REX®, and Kip®. Learn more at [ShurtapeTech.com](http://ShurtapeTech.com).

**About Scholastic**

For more information about Scholastic, view the Company's media room [mediaroom.scholastic.com](http://mediaroom.scholastic.com) and to learn more about Scholastic Book Fairs, visit [www.scholastic.com/bookfairs](http://www.scholastic.com/bookfairs).

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