



FOR IMMEDIATE RELEASE

Contact: Christopher Martin
O: (412) 749-9299
C: (412) 952-6332
E: cmartin@martinpublicrelations.com

Storehouse for Teachers and Giant Eagle join forces to ensure kids receive essential classroom supplies

Pittsburgh (July 27, 2010) Teachers of economically disadvantaged children in six Southwestern Pennsylvania counties will have the opportunity to obtain the school and classroom supplies they need to achieve academic success thanks to Storehouse for Teachers, a regional nonprofit organization in the West End of Pittsburgh. In support of these efforts, Giant Eagle is again conducting an in-store donation campaign at area supermarkets from July 29 through August 26, 2010.

Storehouse for Teachers' mission is to provide teachers in all qualifying schools (K-12) with free school supplies that will enrich their classroom experiences and enable their students to excel academically. The Giant Eagle donation campaign allows customers to make a monetary donation at the cash register, which will go toward distributing the needed supplies.

Nationally, on average, teachers spend \$1,200 per year of their own money to purchase classroom supplies that the parents and schools cannot afford to make available to them. "The lack of school supplies constricts the teachers' curricula and can force them to alter lesson plans," explains Justin Brown, executive director of Storehouse for Teachers. "This is one problem that our community can solve if we work together," contends Mr. Brown.

During economic downturns, the need for school supplies is magnified. In greater Pittsburgh, Storehouse for Teachers is responding to this expanding need. All schools with at least 60% of their students on free or reduced lunch programs qualify to receive school and classroom supplies from Storehouse for Teachers – *at no cost*. Storehouse plans to open a "retail-style" resource center where teachers from these districts can shop for free. Storehouse for Teachers is the 25th facility of its kind in the United States and the first in Pennsylvania under the Kids In Need Foundation program model.

"Giant Eagle's commitment to educational causes led to our participation with Storehouse for Teachers. We are asking our customers to join Storehouse for Teachers in their efforts to provide critically needed school supplies to all children irrespective of their economic means," states Gene Tommasi, Senior Vice-President, Giant Eagle.

#####

The mission of Storehouse for Teachers is to serve kids and teachers by providing a resource center where school and classroom supplies are distributed to teachers at no cost.