

Folsom Local News

National School Supply Drive to Benefit Folsom Teens

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Do Something 101: Folsom Teens to Collect School Supplies for their Local Communities

DoSomething.org and Staples (Nasdaq: SPLS) are teaming up for the second annual national Do Something 101 school supply drive. Joining them to support the cause is Grammy® winning singer-songwriter, Ciara.

As part of Do Something 101 (www.dosomething101.org), Ciara is encouraging Folsom teens to make a difference this summer by collecting school supplies and dropping them off at their nearest Staples store, from July 5 through September 19. In addition, Staples customers can get involved by donating \$1 at any Staples store with 100 percent of the proceeds benefiting local teens in need.

All school supplies and donations will be given locally to the Boys & Girls Club of El Dorado County Western Slope, an educational and not-for-profit organization that serves disadvantaged youth.

The local Staples store for supply drop off is 2435 Iron Pointe Road.

"The Do Something 101 campaign is such a great cause. I can't imagine going to school without pencils, notebooks and other basic supplies," said Ciara. "Every little bit counts and, through Do Something 101, the more we can get these essential products to teens, the more we help kids stay in school and excel even further. I look forward to working with DoSomething.org and Staples to spread the word!"

To help kick-off the campaign, Ciara is starring in a public service announcement (PSA) that will air on television and radio stations nationwide through September, and Staples is donating more than \$125,000 worth of school supplies to the program.

"The feedback from teen volunteers and recipients during our inaugural school supply drive in 2008 was inspiring," said Demos Parneros, president of U.S. stores at Staples. "With help from celebrities like Ciara, we will continue to raise awareness for underserved youth in local communities who need the basic supplies to succeed in school."

Folsom teens who want to get involved can go to www.DoSomething101.org for ideas on how to run local school supply drives. Whether holding a school supply drive at summer camp, during a summer sports league, or at a neighborhood block party, DoSomething.org and Staples offer tips, resources, and flyers for how to get started and make the most of every teen's summer.

"DoSomething.org is all about encouraging teens to take action in their own communities. We're proud to be spearheading a campaign for the second year, with the help of Staples, that allows young people to really make a difference among their peers," said Nancy Lublin, chief executive officer of DoSomething.org.

<http://newsblaze.com/story/20090714065558zzzz.nb/topstory.html>