



Contact: Jeff Tuscano  
School of Life Foundation  
jeff@schooloflifefoundation.com  
435-229-1246

## PRESS RELEASE

**Do Something 101: Southern Utah teens and *Staples* unite efforts with *Do Something 101* and *The School of Life Foundation* to place much needed school supplies into the hands of deserving students.**

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

**ST GEORGE, UT** (July 9, 2008) – Make this summer count! Pop star and American Idol™ winner Jordin Sparks has teamed with [DoSomething.org](http://www.dosomething101.com), the organization that empowers teens to take action in their communities, and [Staples, Inc.](http://www.staples.com) (Nasdaq: SPLS), the world's largest office products company, to ask Southern Utah teens to make a difference this summer.

The [Do Something 101](http://www.dosomething101.com), ([www.dosomething101.com](http://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 the School of Life Foundation, an educational and not-for-profit organization that serves a wide variety of young people including disadvantaged youth.

Jeff Tuscano, Director of Program Development, says that the foundation is excited to be a part of the Back-to-School Drive campaign. “We’re all in the *school of life* and it’s rewarding to work together to lift the lives of others. We want to do all that we can to help the great young people of today become the happy and successful adults of tomorrow.”

“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](http://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](http://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](http://www.staples.com).

#### **About School of Life Foundation:**

The School of Life Foundation is a 501(c)3 non-profit organization committed to the social, moral and character development of youth. They donate a resource workbook, *Learn To "School" Your Toughest Opponent*, to sports teams, schools, church groups, at-risk programs, and other youth organizations. The book offers life-guiding principles and values to help youth achieve straight “A's” in the school of life as well as reach their academic potential in school. More information is available at [www.schooloflifefoundation.com](http://www.schooloflifefoundation.com).

###