



DOING THE
MOST GOOD™

MEDIA ALERT

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60 Mecklenburg County Students Awarded Back-to-School Shopping Spree from Target and The Salvation Army

*12,000 Kids Nationwide Receive an \$80 Target GiftCard to
Purchase Needed School Supplies*

WHAT: Beginning Tuesday, Aug.10, 60 local students in need have the opportunity to visit the Mid-town Target store and purchase backpacks, calculators, pens and pencils, art supplies, binders, clothing and other must-have supplies just in time for back-to-school. The Salvation Army and Target are helping a total of 60 K-12 students across the city gear up for the upcoming academic year and get ready to succeed in school with the **Target School Spree**. Each child, selected by The Salvation Army, will be awarded an \$80 Target GiftCard to purchase much-needed back-to-school supplies. Each child will be paired with a volunteer chaperone for their fun day of back-to-school shopping.

WHO: 60 Local Students (20 on Wednesday)
The Salvation Army Volunteers, Officers, and Employees

WHEN/ Wednesday, August 18, 2010 Target
WHERE: 9 – 10AM 900 Metropolitan Ave. Ste. 2
Charlotte, NC 28204

SUMMARY: Education is at the heart of Target's giving and the Target School Spree is one of many ways that Target acts locally to help kids learn and schools teach, paving a path to graduation. As part the Target School Spree, Target awarded 39 of The Salvation Army divisions nationwide a total of \$960,000 worth of Target GiftCards for the shopping sprees. Nearly 500 Target stores will participate in the one-day Target School Spree event in select regions across the country. Each \$80 Target GiftCard awarded as part of the program will provide a child with the necessary supplies to go back to school in the fall, ready to learn.

About The Salvation Army

The Salvation Army, an evangelical part of the universal Christian church established in London in 1865, has been supporting those in need in His name without discrimination for 130 years in the United States. Nearly 30 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. 82 cents of every dollar The Salvation Army spends is used to support those services in 5,000 communities nationwide. For more information, go to www.salvationarmyusa.org.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,743 stores in 49 states nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million a week.

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