



FOR IMMEDIATE RELEASE

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**The Kids In Need Foundation Teacher Grants Program Receives
National Sponsorship From Women's Specialty Retailer LOFT**

DAYTON, OHIO – July 23, 2009 – The Kids In Need Foundation, a national, non-profit organization dedicated to providing free school supplies to economically disadvantaged school children and under-funded teachers, announced today it has received a grant of \$50,000 from women's retailer LOFT, to support the Kids In Need Teacher Grants program. The donation was made as part of the company's LOFT Loves Teachers program.

The Teacher Grants program provides funding to teachers so they may purchase supplies needed to conduct innovative projects in their classrooms. All certified K-12 teachers in the U.S. who register for membership in LOFT Loves Teachers may apply for a Kids In Need Teacher Grant using a LOFT application. Upon completing registration at **LOFTlovesteachers.com**, teachers can then access the online Teacher Grants application form. Funding from \$100 to \$500 is available. The deadline for submission of grant requests is September 30, 2009.

LOFT Loves Teachers is dedicated to recognizing educators, who give of themselves every day towards the development of young minds. LOFT helps outfit teachers in stylish, comfortable looks for the classroom. Teachers who register at LOFTlovesteachers.com receive a 15%

discount on all LOFT purchases, an opportunity to interact with other professional educators, style tips, special offers, and more. Above all, LOFT Loves Teachers strives to identify ways to positively impact the educational process that teachers give shape to every day.

“We are proud to welcome LOFT as a partner in supporting children and teachers in the nation’s classrooms,” said Dave Smith, executive director of the Foundation. “The kinds of projects funded by the Teacher Grants program are those that would not otherwise be offered to students unless the teachers paid for them out of their own pockets. The funds awarded through the Teacher Grants program means kids are taking part in exceptional learning experiences, the type of experiences that motivate children to keep on learning. ”

In 2007 and 2008, the Kids In Need Foundation awarded nearly 500 grants totaling almost \$200,000. Funded projects reach an average of 20,000 children each year. To ensure that additional students reap the benefits of these creative ideas, descriptions of the winning projects are available to teachers on the Kids In Need Web site at www.kinf.org for use in their own classrooms.

About the Kids In Need Foundation

The Kids In Need Foundation is a national 501(c)(3) charitable organization founded in 1995. The Foundation’s mission is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The Kids in Need National Network of Resource Centers includes 23 facilities that allow teachers from low-income schools to obtain free school supplies for their students. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. The Kids in Need Foundation has distributed nearly \$300 million in school supplies since its founding, directly benefiting 1.6 million students and 100,000 teachers annually, and has awarded \$1 million in grants to teachers. The Kids In Need Foundation has received Charity

Navigator's highest four-star rating, indicating that it executes its mission in a fiscally responsible way and outperforms most other charities in America. For more information, visit www.kinf.org. Follow Kids In Need on Twitter , <http://twitter.com/kidsinneed>

About LOFT

LOFT is the ultimate casual, feminine and stylish fashion retail destination for women. LOFT operates 510 stores across the United States and online at LOFTonline.com. LOFT is a division of Ann Taylor Stores Corporation (NYSE: ANN).

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