



United Way of
San Luis Obispo County



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NEWS RELEASE

FOR IMMEDIATE RELEASE
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KidSpree on July 25 Provided Local Children Back-to-School Clothes

San Luis Obispo, Calif. – This year, over 150 local children were helped during KidSpree, an annual shopping event that provides low-income children with back-to-school clothing. Thanks to the community's generosity, these children are now ready to go back to school this fall with pride and self-esteem. United Way of San Luis Obispo County, in partnership with Kohl's, brought together hundreds of individuals, service organizations, businesses and donors on Sunday, July 25 to make the event possible.

The event returns after a brief hiatus due to the closure of Mervyns, with a brand new partnership between United Way of San Luis Obispo County and the Paso Robles and San Luis Obispo Kohl's stores. This is the first time the event has taken place at two San Luis Obispo County locations simultaneously.

Donations from the community allowed over 160 children the chance to attend the event. Participating children were paired with a community volunteer to help them shop for the items they most need. Each child had a \$100.00 store gift card to spend in addition to a 15% discount and no sales tax from Kohl's.

"It is great to see the way the community unites to help these children. Many supporters come out for this event year after year," said KidSpree coordinator Rachel Cementina. "For many kids, this is their only opportunity to receive something new this year, and I am glad to be a part of an event that not only provides these clothing necessities, but also boosts their self esteem and brings a bit of joy to their lives."

Spencer's Fresh Markets donated orange juice for each child, and the San Luis Obispo County YMCA fingerprinted all volunteers, free of charge. Significant child sponsorships came from the First Bank of San Luis Obispo, Kiwanis Club of San Luis Obispo Morning, Kohl's, Melvin C. Caldwell Construction, Rotary Club of San Luis Obispo Daybreak, Running Warehouse and Tennis Warehouse, and longtime supporter, local resident Bob Nichols.

Photos from the event are available online at www.unitedwayslo.org.

For more information, visit United Way's website at www.unitedwayslo.org or e-mail Rachel Cementina at kidspree@unitedwayslo.org.

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*This news release is available on the United Way of San Luis Obispo County Web site at
<http://www.unitedwayslo.org/News/index.html>*