



United Way of
San Luis Obispo County



P.O. Box 14309 ▪ San Luis Obispo, CA 93406 ▪ kidspre@unitedwayslo.org ▪ www.unitedwayslo.org ▪ (805) 541-1234

NEWS RELEASE

FOR IMMEDIATE RELEASE
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KidSpree on July 25 Provides Local Children Back-to-School Clothes and Supplies

San Luis Obispo, Calif. – This year, 300 local children will be helped during KidSpree, an annual event that provides new school clothing and supplies to underprivileged children and youth in San Luis Obispo County. With the community's aid, young people can be ready to go back to school this fall with pride and self-esteem, and more prepared to succeed.

United Way of San Luis Obispo County, in partnership with Kohl's, has set a goal to help 300 local children during this year's event, which is scheduled for Saturday, July 25, from 7 to 9 a.m. at both the Paso Robles and San Luis Obispo Kohl's Stores.

"With the community's support, we can really impact the lives of these kids for the better by giving them a great start to their school year," said KidSpree coordinator Rachel Cementina.

For every \$100 raised, a child nominated by a local nonprofit agency will be able to participate in KidSpree at Kohl's in Paso Robles or San Luis Obispo. Donations of any amount are being accepted. United Way previously partnered with Mervyns for ten consecutive years of what was then called "ChildSpree", until Mervyns closed its San Luis Obispo location in 2008. Up until then, ChildSpree had served over 1,500 children on the Central Coast.

"This year, our goal is to help to 300 children," Cementina said. "The SLO County YMCA is helping screen volunteers, and the Community CENTER at Cal Poly is coordinating volunteer recruitment. We are thrilled to bring this program back to the SLO County community. It's a wonderful event that hundreds of people can volunteer for."

Children chosen to participate in KidSpree are paired with an adult community volunteer, who assists them in shopping for the items they most need. All volunteers must be fingerprinted two weeks before the event. Children are able to shop in privacy before the store opens to the public.

To make a contribution or to volunteer, contact United Way of San Luis Obispo County at (805) 541-1234, or send checks earmarked for "KidSpree" to United Way, P.O. Box 14309, San Luis Obispo, CA 93406. For more information, visit United Way's website at www.unitedwayslo.org or e-mail Rachel Cementina at kidspre@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>*