



Contact: Mechilia Eng
Boys and Girls Clubs of Middlesex County
(617) 628-4665
Ceng@kidsclubs.org

Cambridge, Everett, Medford and Somerville ‘Do Something’ to Collect School Supplies for the Boys and Girls Clubs of Middlesex County

Twilight’s Nikki Reed Joins Staples and DoSomething.org to Promote the 3rd Annual Staples/Do Something 101 National School Supply Drive

Somerville, MA (July 30, 2010) – [DoSomething.org](http://www.dosomething.org) and [Staples](http://www.staples.com) (NASDAQ: SPLS) are teaming up with actress and screenwriter, Nikki Reed, for the 3rd Annual National Staples/[Do Something 101](http://www.dosomething.org) School Supply Drive (www.dosomething101.org).

As part of Do Something 101 (www.dosomething101.org), Nikki, star of this summer’s blockbuster film *Twilight: Eclipse*, is encouraging Cambridge teens to make a difference this summer by collecting school supplies and dropping them off at their local Staples store from July 4 through September 18. In addition, Staples customers can get involved by donating \$1 at any Staples store with 100 percent of the proceeds benefiting Cambridge students in need.

All school supplies and donations will be given locally to the **Boys and Girls Clubs of Middlesex County**, who serve the **Cambridge, Medford, Everett and Somerville** communities to ensure they get into the hands of disadvantaged youth just in time for the new school year.

“[Do Something 101](http://www.dosomething.org) has done an amazing job in its first two years, and I’m excited to make the 2010 campaign the best yet,” said Nikki Reed. “Every donated pencil, notebook and other supplies can add up to make a big difference in improving education.”

During the first two Do Something 101 school supply drives, Staples and DoSomething.org, with the help from celebrity supporters Jordin Sparks and Ciara, [raised more than \\$750,000](#). To build on this success and help kick off the 2010 campaign, Nikki is starring in a public service announcement (PSA) that will air on television and radio stations nationwide through September. Staples is also donating more than \$125,000 worth of school supplies to the program.

“Since 2008, Do Something 101 has inspired teens and Staples customers to help students in need who cannot afford basic school supplies,” said Jevin Eagle, executive vice president of merchandising and marketing at Staples. “Staples is committed to making a difference in the community, and we hope to

continue to build awareness for Do Something 101 to help hundreds of thousands of students succeed in school.”

Cambridge teens who want to get involved can go to www.DoSomething101.org for ideas on how to run local school supply drives and to sign up for an action kit. Whether holding a school supply drive at summer camp, during a summer sports league, or at a neighborhood block party, DoSomething.org and Staples offer tips, resources, and flyers for how to get started and make the most of every teen’s summer.

“DoSomething.org empowers teens to take action in their communities,” said Nancy Lublin, CEO and Chief Old Person at DoSomething.org. “Staples has been a fantastic supporter for the past several years and we’re thrilled to continue the relationship, and the Do Something 101 campaign, to provide young people with even more opportunities to rock social change with their friends this summer.”

To further demonstrate support for DoSomething.org, new for 2010, Staples is launching a line of DoSomething.org-inspired products that students can use to keep organized and learn about important issues impacting their communities. Students can visit www.dosomething101.org/staples for additional information and suggestions to help them take action in their communities.

About DoSomething.org:

DoSomething.org 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.

About Staples:

Staples, the world's largest office products company, is committed to making it easy for customers to buy a wide range of office products and services. Our broad selection of office supplies, electronics, technology and office furniture as well as business services, including computer repair and copying and printing, helps our customers run their offices efficiently. With 2009 sales of \$24 billion and 91,000 associates worldwide, Staples operates in 25 countries throughout North and South America, Europe, Asia and Australia serving businesses of all sizes and consumers. Staples invented the office superstore concept in 1986 and today ranks second worldwide in e-commerce sales. The company is headquartered outside Boston. More information about Staples is available at www.staples.com/media.

About Boys & Girls Clubs of Middlesex County

Boys & Girls Clubs of Middlesex County’s (BGCMC) mission is to help young people, especially those who need us most, realize their full potential as responsible citizens and leaders. We do this by providing: a safe haven filled with hope and opportunity, ongoing relationships with caring adults, and life-enhancing programs. Through 5 Clubs in Cambridge, Medford, Somerville and Everett trained and professional staff serve more than 5,000 youth (ages 6-18) daily through programs that foster academic success, healthy lifestyles and character and leadership development. BGCMC is open during the critical non-school hours of 2:30 p.m. to 9:00 p.m. during the school year and 9:00 a.m. to 4:00 p.m. in the summer. To effectively serve those who need us most, BGCMC asks families to pay annual membership dues of only \$30 per child and no child is turned away due to inability to pay. For more information, please visit www.kidsclubs.org.

###

