

BACKPACK IN THE PARK RETURNS TO PIEDMONT PARK ON AUGUST 1
Local Charity Invites Atlanta Community to Donate Backpacks and School Supplies for
Georgia's Children in Need
ChariteeHeart.com makes purchasing school supplies as easy as point-and-click

ATLANTA – July 20, 2010 – Presented by For the Kid in All of Us (www.ForTheKid.org), an Atlanta-based non-profit organization with a mission to brighten the lives of Georgia's children in need, will present the 5th annual Backpack in the Park at 4 p.m. on Sunday, August 1 in Atlanta's Piedmont Park at the Greystone special event facility and the immediate surrounding area.

Backpack in the Park, a community picnic and back-to-school benefit event, seeks to top last year's record when more than 1,600 backpacks, filled with school supplies and gift cards were collected.

This year, For the Kid in All of Us is launching a new partnership with Charitee Heart, a supplier of quality backpacks and other consumer items. Event supporters can purchase Charitee Heart's unfilled backpacks early by shopping online at www.ChariteeHeart.com. The company will then donate 10% of all sales back to For the Kid in All of Us.

"Backpack in the Park is less than two weeks away, but there is still time to go online and purchase a new backpack filled with all the supplies needed to help a child start the school year off on the right foot," noted Jorge Esteban, president of For the Kid in All of Us.

"Our goal is to get underserved students ready to go back to school with all the supplies they need to make this a successful year for them. Believe it or not, a new backpack filled with all the necessary school supplies can make all the difference at the start of a new school year.

"We are thrilled to be bringing Backpack in the Park back to Piedmont Park where we launched our back-to-school event in 2006," continues Esteban. "For the past two years we were in Grant Park while the city of Atlanta parks recovered from a severe drought; so returning to Piedmont Park is a homecoming of sorts."

In addition to complimentary food and beverages, the family-friendly event will have fun activities for people of all ages. To attend, please bring a new unwrapped backpack filled with school supplies or a gift card valued at \$30 or more.

Major sponsors for the 5th annual Backpack in the Park include: David / Southern Voice; Fenuxe Magazine; AT&T; The Home Depot; Intercontinental Hotels Group; AutoTrader.com; Banana Republic; Saks Fifth Avenue; Room & Board; and Newell Rubbermaid among others.

For anyone who is unable to attend Backpack in the Park, visit www.ForthTheKid.org where there is a list of more than 20 drop off sites conveniently located throughout Atlanta.

Blake's on the Park (10th Street @ Piedmont Ave.) will host the official "After Party" following Backpack in the Park.

For more information, to become a patron of *For the Kid in All of Us*, or a sponsor of Backpack in the Park, go to www.ForTheKid.org.

About *For the Kid in All of Us*:

For the Kid in All of Us, www.ForTheKid.org, was founded in 2003 by a group of friends seeking to make a difference in their local community. Recognizing the staggering number of underprivileged children in Atlanta and in Georgia, the group sought not only to raise awareness, but also to lessen the struggles of families and children during the winter holiday season. What resulted from their vision and efforts was **The Toy Party**, an annual event where gays, lesbians, and the gay-friendly community in Atlanta could come together to support a cause that affects children across Georgia.

In 2006, *For the Kid in All of Us* expanded its scope and added a second annual event, **Backpack in the Park**, a back-to school benefit, to collect backpacks and school supplies.

Since 2003, *For the Kid in All of Us* has distributed more than **27,000** toys and gift cards through **The Toy Party**, 3,700 backpacks, filled with school supplies, and gift cards through **Backpack in the Park**, and raised over \$450,000 to donate to numerous agencies and organizations serving Georgia's less fortunate children.

The Board of *For the Kid in All of Us*, the organizer of **The Toy Party** and **Backpack in the Park**, includes president Jorge Esteban, AT&T; president-elect Chris Bess, UCB, Inc.; treasurer Alison Hall, Suntrust; secretary Carl McClary; Joel Harlow, The Home Depot; Joe Bechely, FirstData; Paul Wolski, Alter Ego Pop Art; Maggie Lopez, Zeitgeist ARTifacts, Inc; David DiCorpo, Cook's Warehouse; Scott Phelan, On the Border Mexican Restaurant; Joaquin Casajuana, Pollard Banknote Limited; Zachary Adriaenssens; Bryan Ferris, General Electric; Brigid Scarborough, Kaplan Test Prep & Admissions; Kenneth Godsey, AT&T; Holly Smith, Ultimate Distributors; Thomas Dinkleman; Dustin Mullis, Brand Baking Company.

In addition to the 18 Board Members, Advisory Board Members include: *For the Kid in All of Us* Co-Founder & Atlanta City Councilman from District 6 Alex Wan, Optima, Inc.; Tony Conway, A Legendary Event; Nick Gold, Gold Concepts Public Relations; Tony Nelson, Corporate Environments; Kevin Perry, Georgia Beverage Association; and Frank Bragg.

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