



BACKPACK IN THE PARK 'HITS IT OUT OF THE PARK'

Record-setting event: More than 1,400 backpacks collected on August 1

ATLANTA – August 11, 2010 – A large number of Atlanta area school kids in need are able start the school year off right with a new backpack filled with school supplies. More than 1,400 backpacks were collected at the 2010 Backpack in the Park event 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 underserved children in Georgia. The 5th annual event was held on August 1 in Piedmont Park and was attended by some 500 generous donors.

“We are ecstatic with the results from this year’s Backpack in the Park,” said For the Kid in All of Us President Jorge Esteban. “This record-setting event would not have been possible without the commitment and collective support of our board of directors, countless volunteers, patrons and sponsors. We toppled the record we set last year for backpacks collected at the event! Our collection this year increased 140% over last year’s event.

“We looked to alternate channels this year to increase the reach of our collection efforts such as partnering with ChariteeHeart.org, an online supplier of backpacks and other supplies, establishing 23 backpack drop-off locations throughout the city, as well as a number of corporate sponsors who held backpack drives at their place of business, including: Newell Rubbermaid; AT&T; Banana Republic; Intercontinental Hotel Group; Atlantic Southeast; Turner; First Data; Keller Williams; and Harry Norman,” Esteban said.

For the Kid in All of Us board members and volunteers will present backpacks to the principal of Lake Forest Elementary School in Sandy Springs (www.fultonschools.org/school/lakeforestes) on Friday, August 27.

The following pre-selected Atlanta area non-profit organizations have already received the backpacks and school supplies for distribution: Agape Community Center (www.agapecc.org); AID Atlanta (www.AIDAtlanta.org); The Alcove (www.TheAlcoveShelter.com); Camp Horizon (www.CampHorizon.net); CHRIS Kids (www.ChrisKids.org); Cool Girls (www.TheCoolGirls.org); Lutheran Services of Georgia (www.LSGA.org); and Nicholas House (<http://web.me.com/nicholashouse/NiH/Welcome.html>).

For the Kid in All of Us will host its annual holiday event, The Toy Party, on Sunday, December 5. For more information, visit 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, 5,100 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; 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; Thom Braswell, US Bank; Curtis Pinkerton, Banana Republic and Shawna Arthurs, CHRIS Kids.

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