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Toys for Tots Literacy Program Wins Award

SAN DIEGO, Dec. 16, 2009 – [The UPS Store](#)® is proud to announce that the [Toys for Tots Literacy Program](#) won PR News' Platinum PR Award for the Best Community Relations Campaign.

The Toys for Tots Literacy Program, a year-round initiative of the Marine Toys for Tots Foundation, offers our nation's most economically disadvantaged children the ability to compete academically and to succeed in life by providing them direct access to resources that will enhance their ability to read and to communicate effectively.

Every dollar donated to the Toys for Tots Literacy Program puts a book in the hands of a child in need or places books in libraries, schools, and existing programs that serve economically disadvantaged children. The program is exclusively sponsored by *The UPS Store* franchise network.

"We are pleased the Toys for Tots Literacy Program is being recognized for its great work in raising awareness of the literacy crisis in our nation," said, Stuart Mathis, president of Mail Boxes Etc., Inc., franchisor of *The UPS Store* brand. "Even more remarkable are the program's efforts to take action against illiteracy and end the cycle of poverty that traps millions of our nation's youth."

The campaign was recognized for its commitment to social responsibility and helping to raise awareness of children's illiteracy in the communities in which *The UPS Store* franchisees do business. Since 2008, the program has delivered more than 900,000 books to hundreds of thousands of less-fortunate children in over 650 communities nationwide.

For more information or to donate, please visit www.ToysforTots.org/literacy

About The U.S. Marine Corps Reserve Toys For Tots Program

The Marine Toys for Tots Foundation is a not-for-profit organization authorized by the U.S. Marine Corps and the Department of Defense to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. Now in its 62nd year, Toys for Tots provides joy and a message of hope to less fortunate children through the gift of a new toy or book during the Christmas holiday season. Our gifts offer these children hope, recognition and a positive memory they will cherish for a lifetime. Many of the gifts we provide, such as books, games and sports equipment, make a significant contribution to the educational, social and recreational development of these children. In 2008, Marines distributed gifts to 7.6 million children in 657 communities nationwide. The Marine Toys for Tots Foundation relies on individual donations from the American public as well as support from corporate sponsors. For more information, visit www.toysfortots.org.

About The UPS Store and Mail Boxes Etc.

With approximately 4,800 locations in the United States, Puerto Rico and Canada, *The UPS Store* and *Mail Boxes Etc.*® network comprises the world's largest franchise system of retail shipping, postal, document and business service centers. In the United States, *The UPS Store* and *Mail Boxes Etc.* locations are independently owned and operated by licensed franchisees of Mail Boxes Etc., Inc., a UPS subsidiary. In Canada, locations are independently owned and operated by licensed franchisees of master licensee MBEC Communications, L.P. For additional information, please visit www.theupsstore.com or www.mbe.com.

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