

## For Immediate Release

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# TOYS FOR TOTS LITERACY PROGRAM 'MARCHES' INTO LITERACY

## *The UPS Store and Mail Boxes Etc. Celebrate Literacy Program's First Anniversary During March*

QUANTICO, Va., March 2, 2009 -- Today the Marine Toys for Tots Foundation announced "National March into Literacy Month," a month-long celebration to commemorate the anniversary of the [Toys for Tots Literacy Program](#). The program seeks to place new books directly into the hands of less fortunate children and in its first year, raised more than \$630,000.

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

As exclusive sponsors of the Toys for Tots Literacy Program, participating [The UPS Store](#)® and [Mail Boxes Etc.](#)® locations will sell \$1 donation cards throughout March. For every dollar donated, a book will be placed into the hands of a local child in need. Centers will continue additional fundraising activities throughout the year, including a coin box program for customers to donate their spare change.

To help raise awareness of the need for initiatives like the Toys for Tots Literacy Program, *The UPS Store* and *Mail Boxes Etc.* network has enlisted the [National Center for Family Literacy](#) (NCFL) and its president and founder, Sharon Darling.

"Unless we take action now to end illiteracy, we will never be able to break the cycle of poverty that traps so many children," said Darling. "For only one dollar, you can put a brand-new book into the hands of a boy or girl right in your own community through the Toys for Tots Literacy Program."

To give the 2009 campaign a healthy launch, Mail Boxes Etc., Inc. (MBE), franchisor of *The UPS Store* and *Mail Boxes Etc.* brands, is donating \$50,000 and, for the second year in a row, The UPS Foundation contributed a \$100,000 grant.

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“Our franchisees have enthusiastically supported the Toys for Tots Literacy Program over the last year,” said Stuart Mathis, president of MBE. “We are looking forward to another successful campaign this year and are excited to once again have the support of The UPS Foundation.”

As part of “National March into Literacy Month,” the Toys for Tots Literacy Program will announce the first recipients of an annual literacy award. Two individuals will be recognized on March 18 for their efforts to raise awareness of illiteracy and for instilling a passion for learning in their community.

“Even in the current economy, we have been able to extend our reach and impact in a very meaningful way by giving the gift of reading to those who need it most,” said LtGen. Pete Osman, USMC (Ret), president and CEO of the Marine Toys for Tots Foundation. “Now, with the literacy award, the program will be able to recognize those individuals who truly make a difference in their communities.”

For more information on the Toys for Tots Literacy Program, please visit [www.ToysforTotsLiteracy.org](http://www.ToysforTotsLiteracy.org).

### **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 62<sup>nd</sup> 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](http://www.toysfortots.org).

### **About The UPS Store and Mail Boxes Etc.**

*The UPS Store and Mail Boxes Etc.* retail locations are franchised by Mail Boxes Etc., Inc., a UPS subsidiary. Together *The UPS Store and Mail Boxes Etc.* locations comprise the world's largest franchise network of retail shipping, postal and business service centers, with more than 6,000 locations around the world. 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. Outside the United States, locations are owned and operated by MBE master licensees or their franchisees. For additional information, please visit [www.theupsstore.com](http://www.theupsstore.com) or [www.mbe.com](http://www.mbe.com).

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**Editor's Note:** To view B-roll of U.S. Marines delivering books to less fortunate children and interviews with representatives from the U.S. Marine Corps and *The UPS Store*, please visit the [UPS YouTube channel](#).