

## For Immediate Release

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# DAVID REUTIMANN TO RACE TOYS FOR TOTS LITERACY PROGRAM CAR

*The UPS Store To Raise Awareness For Children's Literacy With Special Paint Scheme*

FONTANTA, Calif., (August 29, 2008) – The 2008 [Toys for Tots Literacy Program](#) will shift into high gear on Sunday, August 31, when NASCAR driver David Reutimann races [The UPS Store](#)<sup>®</sup>/Toys for Tots Literacy Program car at Auto Club Speedway in Southern California.

The special paint scheme is intended to create awareness of the Toys for Tots Literacy Program, a year-round initiative of The Marine Toys for Tots Foundation and *The UPS Store* franchise network. The program, which kicked off earlier this year, 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 will enhance their ability to read and to communicate effectively.

Throughout the year, participating *The UPS Store* locations are collecting monies for the program. Every dollar donated will put a book into the hands of an economically disadvantaged child in that community. In 2008, the campaign has already raised more than a quarter of a million dollars – that's more than a quarter of a million books.

"I'm proud to have the opportunity to support the Toys for Tots Literacy Program. I know a dollar doesn't seem like much, but every dollar raised will put a book into the hands of a child in need," said Reutimann. "I hope we can bring awareness to the issue of children's literacy and encourage families everywhere to use the Toys for Tots Literacy Program as an opportunity to teach children the importance of reading and hopefully impact the lives of children everywhere."

After the race, Reutimann's autographed helmet will be auctioned off on <http://auctions.nascar.com> with 100 percent of the proceeds from the auction going to the Toys for Tots Literacy Program. The auction, which will go live August 29, will run through Monday, September 8, 2008.

According to America's Promise Alliance, every 26 seconds, a student drops out of high school in America. That adds up to more than 1.1 million students per year.

“With a record number of children not completing high school, the need for a program like this is greater than ever,” said LtGen. Pete Osman, USMC (ret), president and CEO of the Marine Toys for Tots Foundation. “We hope we will not only help children learn to read, but also instill a lifelong passion for learning.”

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 61st year, Toys for Tots provides joy and a message of hope to economically disadvantaged children through the gift of a new toy during the Christmas holiday season. Our gifts offer these children 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 2007, Marines distributed gifts to 7.5 million children in over 600 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**

*The UPS Store and Mail Boxes Etc.* retail locations are franchised by Mail Boxes Etc., Inc., a UPS wholly-owned 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 5,900 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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