



TARGET

MEDIA ALERT



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300 Chicago Students Awarded Back-to-School Shopping Spree from Target and The Salvation Army

WHAT: On Tuesday, July 26, more than 300 local students in need will have the opportunity to visit a Chicago Target store to shop for school supplies, clothing and other must-have necessities just in time for back-to-school. The Salvation Army and Target are helping 300 K-12 students across the Chicago Metropolitan Division gear up for the upcoming academic year and get ready to succeed in school with the **Target School Spree**. Each child, selected by The Salvation Army, will be awarded an \$80 Target GiftCard to shop for much-needed back-to-school supplies. Each child will be given a reusable Target shopping bag and be paired with a volunteer chaperone for their fun day of back-to-school shopping.

WHO: 20 Local Students
Salvation Army Corps Community Center Officers
Envoy Tyrone Staggers, Salvation Army Temple Corps
Salvation Army Volunteers

WHEN: Tuesday, July 26, 2011
9 – 11 AM

WHERE: Target
1154 South Clark Street, Chicago

SUMMARY: Education is at the heart of Target's giving and the Target School Spree is one way that Target acts locally to help kids learn and schools teach, paving a path to graduation. As part of the Target School Spree, Target awarded all 40 of The Salvation Army Divisions nationwide a total of \$1 million in Target GiftCards and in-kind contributions for the shopping sprees. Nearly 500 Target stores will participate in the one-day Target School Spree event in select regions across the country. Each \$80 Target GiftCard awarded as part of the program will provide a child with the necessary supplies to go back to school in the fall, ready to learn.

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About The Salvation Army

The Salvation Army, an evangelical part of the universal Christian church established in London in 1865, has been supporting those in need in His name without discrimination for more than 130 years in the United States. Nearly 30 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. 82 cents of every dollar The Salvation Army spends is used to support those services in 5,000 communities nationwide. For more information, go to www.salvationarmyusa.org.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,755 stores in 49 states nationwide and at Target.com. In addition, the company operates a credit card segment that offers branded proprietary credit card products. Since 1946, Target has given 5 percent of its income through community grants and programs; today, that giving equals more than \$3 million a week. For more information about Target's commitment to corporate responsibility, visit Target.com/hereforgood.