

**JUNIOR LEAGUE OF LITTLE ROCK
FOR IMMEDIATE RELEASE**

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NEWS: New Commitment to Partnership Targets Youth in Central Arkansas to Improve Literacy, Educational Achievement

\$20,000 School Supply Donation to Junior League of Little Rock will Support Classrooms in Little Rock School District

JLLR President: "Investing in our future generations is critical to building a pipeline of young people prepared for learning and literacy in Little Rock."

LITTLE ROCK, AR – Today's commitment to provide \$20,000 in school supplies to continue the partnership between the Junior League of Little Rock and the Little Rock School District targets students in some of the most underserved areas in Central Arkansas. Arkansas First Lady Ginger Beebe joined Junior League of Little Rock President, Mary-Margaret Marks, at their annual Holiday House to celebrate the partnership and a new commitment from Newell-Rubbermaid to donate \$20,000 in basic school supplies to Stuff the Bus – a community project of JLLR. The initiative is entering its 8th year of providing basic school supplies to children in the Little Rock School District. In 2012, Stuff the Bus assisted over 3000 children, helping them to receive the best education possible by helping to build a classroom environment that is ready for learning and literacy.

According to the announcement, Newell-Rubbermaid's commitment to investing in Stuff the Bus will provide:

- Dry Erase Markers, #2 Pencils, Red Ballpoint Pens, and Big Pink Erasers for 3,000 children from Newell-Rubbermaid;
- 3,000 Elmer's Glue Sticks and 3,000 Elmer's School Glue bottles; and
- Crayola supplies for students in seven Little Rock schools.

"Investing in our future generations is critical to building a pipeline of young people prepared for learning and literacy in Little Rock," **said Mary-Margaret Marks, President of the Junior League of Little Rock.** "We are so grateful for this important partnership with Newell Rubbermaid to be able to provide these much needed supplies to our community's classrooms."

"By providing critical supplies to schools in need, we can help both teachers and students keep their focus on the learning and talent development that occur in the classroom each day. We thank the Junior League for including us in their mission to improve school preparedness, and look forward to continuing to support this program in the future," **said Ashley Caldwell, National Account Manager for Newell Rubbermaid Office Products.** "Newell Rubbermaid is honored to be involved with the Junior League of Little Rock's Stuff the Bus program. Our Paper Mate and Expo brands, along with our relationships with companies like Crayola and Elmer's, give us a unique opportunity to partner with the Junior League in their effort to improve school preparedness in Little Rock."

“In the words of the Cultural Imperatives, guiding principles of the New Little Rock School District, **all stakeholders are integral to the growth and support of children** in our schools, so we value the important partnership with the Junior League of Little Rock and are grateful for the organization’s enormous generosity and commitment to helping ensure the best educational outcome for all of our students,” said Dr. Sadie Mitchell, Associate Superintendent for Elementary Education at LRSD.

Stuff the Bus schools include Baseline, Chicot, Geyer Springs, Meadowcliff, Romine, Stephens and Watson. The supplies provided to these students are basic, such as pencils, notebook paper, crayons, scissors, folders, and glue. These minimal supplies assist in each child’s studies and help build self-esteem and confidence. The Stuff the Bus program is one of the many programs that fulfill the JLLR’s commitment to school preparedness in our community.

The Junior League of Little Rock is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

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