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# **Marathon Projects Ltd.**

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## **Kids In Need Foundation Appoints Marathon Projects To Be Its Licensing Agent**

(Midland Park, NJ - October, 2008) Kids In Need Foundation, the national non-profit organization that provides free school supplies to kids in impoverished households and curriculum grants to under-funded teachers, has appointed Marathon Projects as its licensing agent. Marathon Projects will develop and oversee the program with a focus on creating dynamic “co-branded” licensing relationships with companies that market family oriented products including food, beverages, toys, videogames, school supplies, apparel, accessories, personal care, computers, electronics and much more.

Craig Kalter, President of Marathon Projects said, “There are many families who are faced with the dilemma of either putting food on the table or buying school supplies. The result is that these children will have no school supplies. Since its founding in 1995, the Kids In Need Foundation has met this challenge by making free school supplies available to students. Additionally, Kids in Need also provides grant money to teachers so they can pursue vital but under funded classroom projects.

“Our objective is to create strong co-branded licensing partnerships so more funding can be allocated to the Kids In Need Foundation. From a licensing perspective, this is a great opportunity for a company and its brand to be associated with a worthwhile cause. And, make a real difference by contributing to educating America’s children. We believe this important message will prove to be a powerful marketing tool for our co-branded licensing partners.”

“Through corporate sponsorships and in-kind donations, Kids In Need Foundation has been able to distribute \$300 million dollars in Free School Supplies and \$1 million dollars in Teacher Grants,” said David Smith, Executive Director of Kids In Need Foundation. “School feedback from our program has shown that there is a direct correlation between having the necessary school supplies and improved test scores. With these new co-branded licensing partnerships created by Marathon Projects, the Kids In Need Foundation will be able to help more students and more teachers receive the resources they need.”

### **About the Kids In Need Foundation**

Kids In Need Foundation is a national non-profit organization providing school supplies to impoverished children and under-funded teachers. A 501(c)(3) charitable foundation founded in 1995, the Foundation’s mission is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The Kids In Need Foundation has distributed more than \$300 million in school supplies and has awarded nearly \$1 million in grants to teachers since its founding. For more information, please visit [www.kidsinneed.net](http://www.kidsinneed.net)