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# Marathon Projects Ltd.

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## **TRAVELERS CLUB LUGGAGE BECOMES KIDS IN NEED LICENSED PARTNER**

### *Luggage Manufacturer Donates Percentage to Kids in Need Foundation Helping Provide Free School Supplies to Impoverished Children*

Torrance, CA (November, 2010) - Travelers Club Luggage, a major manufacturer of luggage, travel accessories and [Eco-Club®](#) reusable shopping bags, has signed a cause marketing license agreement with the Kids In Need Foundation. Marathon Projects Ltd, the licensing agency for the Kids In Need Foundation, negotiated this latest partnership agreement under the Kids In Need Foundation cause licensing program.

Believing that America's future is dependent upon our children's education and communicative skills, Travelers Club Luggage, Inc. has announced that it will donate a percentage of its sales to the Kids In Need Foundation, a charity that provides free school supplies to impoverished children and educational grants to teachers.

Travelers Club Luggage was established by its current President, Peter Yu in 1986. Peter Yu stated "Teaming up with Kids In Need offers us the opportunity to support education and help make a difference in the lives of kids who might otherwise be left behind in the early stages of their educational development. We have seen other consumer products with the Kids In Need logo and we are excited to be a part of such an important charitable initiative."

Dave Smith, Executive Director of the Kids In Need Foundation stated, "Kids In Need is very excited to partner with Travelers Club Luggage. To be able to integrate Travelers Club's luggage and travel accessory program with Kids In Need has underlying appeal for both companies and helps strengthen Kids In Need's mission to provide school supplies for more children who need them.

"When children are provided with basic school supplies their grades go up, their confidence increases and their attitudes toward learning improve. The Kids In Need Foundation addresses one of the most severe challenges resulting from the current economy and America's under-funded educational systems," added Dave Smith.

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

The Kids In Need Foundation is a national 501(c)(3) charitable organization 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 National Network of Resource Centers includes 25 facilities that allow teachers from low-income schools to obtain free school supplies for their students. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. The Kids in Need Foundation has distributed nearly \$300 million in school supplies since its founding, directly benefiting 1.6 million students and 100,000 teachers annually, and has awarded \$1 million in grants to teachers. The Kids In Need Foundation has received Charity Navigator's highest four-star rating, indicating that it executes its mission in a fiscally responsible way and outperforms most other charities in America. For more information, visit [www.kinf.org](http://www.kinf.org). Follow Kids In Need on Twitter <http://twitter.com/kidsinneed>

### **About Travelers Club Luggage**

Travelers Club Luggage, Inc. is a Southern California based company, founded in 1986. It manufactures luggage, duffels, coolers, travel accessories and its [Eco-Club®](#) line of re-useable shopping bags. Within 24 years, Travelers Club has expanded with offices and factories in Shanghai, China, a 100,000 square feet warehouse in Los Angeles and a research and development building in Torrance, CA.

Travelers Club Luggage sells its products both domestically and internationally to major retailers, distributors, internet retailers and promotional products suppliers. The company's emphasis on Innovation, Customer Satisfaction and Excellence has been a major factor for Travelers Club Luggage's continued growth. For more information, visit [www.travelersclub.com](http://www.travelersclub.com).