

Press Release

Schools Foundation and Staples Kick-Off Annual *Stock the Lockers* to Raise Money for Needy Students in our Community

Campaign Aims to Raise \$60,000 for Vulnerable Students

For Immediate Release

Nanaimo, BC – August 16, 2011 – The Nanaimo-Ladysmith Schools Foundation (NLSF) kicked off its biggest fundraising campaign, *Stock the Lockers*, today with an event at Staples North Nanaimo location. The campaign, now in its second year, aims to raise \$60,000 to purchase school supplies and to help provide necessities for needy students throughout the year through the Foundation's Student Support Fund.

Mayor John Ruttan, MLA's Ron Cantelon and Leonard Krog, the new SD 68 Superintendant Dave Hutchinson and local students all jumped on the big yellow school bus in front of Staples to get this amazing campaign started. The money raised will be going directly to vulnerable students in the community to get them on the right foot for the start and throughout the school year.

Donations can be made at any Staples location in Nanaimo at the checkout until September 6th, as well this year donations can also be made at the four Coastal Community Credit Union locations in Nanaimo: Bowen, Southgate, Downtown and Hammond Bay. Donations can also be made via cheque to the Nanaimo-Ladysmith Schools Foundation or online at www.nlsf.ca. NLSF is encouraging the community, local businesses and service clubs to give generously to help children in poverty. The sponsors for the campaign, Staples, Island Radio and Black Press are integral to the success of *Stock the Lockers* this year to help spread the word to the community.

Child poverty is very real issue in our community. The Nanaimo-Ladysmith district still ranks among the highest in British Columbia in terms of poverty-stricken students – NLSF programs ensure that funds go directly to the students who need it the most.

"Last year we were just shy of our \$50,000 fundraising goal and we want to raise our goal to \$60,000 for this year," said Erin van Steen, Executive Director, NLSF. "With the money raised we were able to replenish supplies in February when many students run out, this was the first time we have ever been able to do that and we want to continue the tradition on this year."

The Student Support Fund is focused on helping students who are most in need. Funds go directly to school principals to assist many of our districts vulnerable students who would otherwise be without the recourse to fully participate in school. The fund was expanded to the elementary schools last and money from *Stock the Lockers* will ensure we can help students throughout the year.

The Nanaimo-Ladysmith School Foundation raises funds and works in partnership with teachers, administrators and counselors in School District 68 to deliver support programs that better the lives of students in need. Supplies and programs that are not covered by the school board budget are supplemented through the Foundation.

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