



NEWS RELEASE

## Five Below to support students nationwide with in-store back-to-school campaign in partnership with Kids In Need Foundation

8/6/2020

Minneapolis, Minn. (August 6, 2020) – The Kids In Need Foundation (KINF), a national nonprofit dedicated to distributing free school supplies and the support needed for teachers to teach and learners to learn, is partnering with Five Below to provide backpacks to underserved students nationwide.

“Especially during times like these, we’re so thrilled to continue participating in the Five Below Backpack Donation Program, in partnership with the Kids In Need Foundation,” said Michael Romanko, Chief Merchandising Officer of Five Below. “Whether kids are getting back into the classroom, or learning from home this year, we will be there for them. Our amazing Five Below customers will have the opportunity to purchase a \$5 backpack to donate to this incredible organization, which will then be given to kids who need them most. That’s truly the ‘Five Below Way.’”

KINF and Five Below have been collaborating since 2018 to positively impact students by providing school supplies and resources across the country. As students prepare to return to school for the 2020-21 year, learning environments will vary and backpacks will serve a variety of purposes. Children returning to the classroom will use backpacks in a traditional way, while students learning from home will have a place to store their materials that they can call their own.

“When children have their own supplies and backpacks, it represents ownership not only of those resources, but also of their education. Students gain confidence in their learning environment and feel empowered to recognize the choices in front of them,” said Corey Gordon, CEO of KINF. “For students, it’s more than just a backpack. We are grateful to Five Below for encouraging their customers to support students through this simple but very effective program.”

For more information about Kids In Need Foundation, visit [www.kinf.org](http://www.kinf.org).

About Kids In Need Foundation

The Kids In Need Foundation provides the support and tools needed for teachers to teach and learners to learn. A quality education is the best gateway to opportunity and students cannot achieve their full potential without it. With a focus on supporting teachers and students in schools most in need nationwide, Kids In Need Foundation believes that every child in America should have equal opportunity and access to a quality education. Founded in 1995, Kids In Need Foundation, a national 501(c)(3) charitable organization, has distributed \$1 billion in school supplies since its inception. For more information, visit [KINF.org](http://KINF.org), and join us on Facebook, Twitter, & Instagram: @KidsInNeed.

## About Five Below

Five Below is a leading high-growth value retailer for tweens, teens and beyond offering trend-right, high-quality products, with extreme \$1-\$5 value, plus some incredible finds that go beyond \$5. We know life is way better when you're free to "let go & have fun" in an amazing experience filled with unlimited possibilities., which makes it easy to say "YES!" to the newest, coolest stuff across 8 awesome Five Below worlds: Tech, Create, Play, Candy, Room, Style, Party, New & Now. Founded in 2002 and headquartered in Philadelphia, Pennsylvania, Five Below today has 950+ stores in 38 states. For more information, please visit [www.fivebelow.com](http://www.fivebelow.com) and a store!

###