

## FOR IMMEDIATE RELEASE

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### Operation Homefront Launches Nationwide Donation Campaign

*Dollar Tree Seeks to Fill 21,000 Backpacks*

**SAN ANTONIO** -- Operation Homefront and Dollar Tree team up to collect new school supplies for children of all ages. More than 3,800 Dollar Tree and Deal\$ stores around the nation will be collecting school supplies from July 11 through August 2, with a goal of collecting enough school supplies to fill 21,000 backpacks during the campaign.

Dollar Tree customers will be provided the opportunity to purchase school supplies for military families. Once the items are purchased, they may be placed into a drop box located near the checkout counters.

“Dollar Tree is proud to continue its national sponsorship of Operation Homefront,” said Chelle Davis, Dollar Tree spokesperson. “The ‘Back-to-School Brigade’ is a fun and rewarding program. We are honored to participate and support our military neighbors who sacrifice so much.”

Operation Homefront volunteers will collect and distribute all donated items. In locations where Operation Homefront does not have a chapter, volunteers will provide local Family Readiness Groups with school supplies for their command families. Items needed for donation include: spiral notebooks, pens, pencils, markers, crayons, notebook paper, rulers, colored pencils, calculators, erasers, etc. The program saves military families a major education expense, especially those experiencing financial hardships. Last year was a very good year, back-to-school backpack distributions increased 132% in 2009, with approximately 19,000 distributed nationally. The 2009 program resulted in more than \$1.2 million in education supply savings to military families.

For general information on how to participate in the Back-to-School Brigade program, please contact a local Operation Homefront chapter. A list of OH chapters is located at [www.operationhomefront.net/chapters.asp](http://www.operationhomefront.net/chapters.asp). Persons interested in contributing to the program, but short on time to shop for items to donate, may sponsor a child’s back pack for \$35.00. This can be done by visiting [www.operationhomefront.net/donate.aspx](http://www.operationhomefront.net/donate.aspx) and clicking on the “Donate Now!” button. Specify “Back-to-School Brigade program” in the comments.

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**About Operation Homefront:** Operation Homefront provides emergency financial and other assistance to the families of our service members and wounded warriors. A national nonprofit, Operation Homefront leads more than 4,500 volunteers across 23 chapters and has met more than 267,000 needs since 2002. A four-star rated charity by watchdog Charity Navigator, nationally, \$.95 of total revenue donated to Operation Homefront goes to programs. For more information about Operation Homefront, please visit some of our useful links below:

- } OH Main Website: [www.operationhomefront.net](http://www.operationhomefront.net)
- } OH ONLINE Community: <http://www.homefrontonline.net>
- } OH Volunteer: <http://bit.ly/9gE7v8>
- } OH Donate: <http://bit.ly/dyXEEJ>
- } OH Facebook: <http://bit.ly/8X4uZJ>
- } OH Twitter: @Op\_Homefront
- } Del.cious: <http://delicious.com/operationhomefront>

**About Dollar Tree:** A Fortune 500 Company, Dollar Tree is headquartered in Chesapeake, Virginia. Dollar Tree, Inc. is the nation's leading operator of discount variety stores selling everything for \$1 or less with more than 3,800 stores in 48 states. The Company operates a nationwide logistics network and employs more than 50,000 associates. Dollar Tree trades publicly on the NASDAQ Global Select Market under the ticker symbol DLTR. For more information, visit [www.dollartree.com](http://www.dollartree.com).