

**Contact**

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For Crayons to Classrooms
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February 16, 2017 EST
FOR IMMEDIATE RELEASE

“Dixon Ticonderoga and Lowe’s Donate 2.8 Million Pencils to Kids In Need”

LAKE MARY, Fla.— On Wednesday, February 22nd, Dixon Ticonderoga Company and Lowe’s will make a major pencil donation to the Kids In Need Foundation (KINF). Dixon Ticonderoga Company is donating 2.8 million pencils, valued over \$460,000 to all Kids In Need Foundation Resource Centers across the nation on behalf of Lowe’s.

Dixon Ticonderoga Company, Lowe’s, and Kids In Need Foundation employees will be celebrating the donation at the following Teacher Resource Centers: **Crayons to Classrooms, Dayton, OH** Charlotte, NC, Indianapolis, IN, Minneapolis, MN, Tampa, FL. The five centers will be open to eligible program member teachers in the area for a shopping day. This donation will provide educators in the community with the resources they need to help equip students with school supplies.

“We know that when students are prepared with the tools they need to learn, they excel both in and out of the classroom,” said Dave Smith, Executive Director, The Kids In Need Foundation.

“Dixon Ticonderoga and Lowe’s understand that pencils are an integral part of classroom learning. School supplies are necessary to equip students nationwide for success.” Dixon Ticonderoga Company is a proud National Pencil and Fine Art sponsor of KINF. “We know that when kids have the tools they need, they will have a better classroom experience and their potential for success increases,” said CEO of Dixon Ticonderoga Company, Tim Gomez.

When: Wednesday February 22nd, 2017 from 3:00pm to 5:00pm

Who: Steve Rubenstein, Executive Director, Crayons to Classrooms, P: 937-528-6401

Where: Crayons to Classrooms. 1750 Woodman Drive, Dayton, 45420

About Dixon Ticonderoga Company:

Dixon Ticonderoga Company, established in 1795, manufactures and markets a wide range of school supplies, writing instruments, fine-art materials and office supplies under the Ticonderoga, Prang, Dixon, Oriole, DAS, Maimer, LYRA, Daler-Rowney, Canson, and Bob Ross brands. Headquartered in Lake Mary, FL, the company is a subsidiary of the publicly held Milan-based Fabbrica Italiana Lapis ed Affini S.p.A. (FILA). For more information, visit www.DixonUSA.com.

About Kids In Need Foundation:

The Kids In Need 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, a national 501(c)(3) charitable organization founded in 1995, has distributed nearly \$800 million in school supplies, directly benefiting 5.4 million students and more than 150,000 teachers last year. For more information, visit www.KINF.org, and join us on Facebook, Twitter, and Instagram: @KidsInNeed

About Lowe’s in the Community

Lowe’s, a FORTUNE® 50 home improvement company, has a 50-year legacy of supporting the communities it serves through programs that focus on K-12 public education and community improvement projects. Since 2007, Lowe’s and the Lowe’s Charitable and Educational Foundation together have contributed more than \$250 million to these efforts, and for more than two decades Lowe’s Heroes employee volunteers have donated their time to make our communities better places to live. To learn more, www.newsroom.lowes.com or follow @LoweMedia on Twitter.

About Dayton Crayons to Classrooms

Dayton Crayons to Classrooms (DC2C) is a free resource center for teachers from under-funded K-12 schools serving students who live in poverty in the Miami Valley area of Ohio. In partnership with local businesses, individual donors, and community volunteers, DC2C lifts at-risk student's level and love of learning by providing them the basic school supplies that are essential to academic achievement at no cost to the children's teachers, families, or schools. DC2C is located in the Goodwill Easter Seals Miami Valley building at 1750 Woodman Drive in Dayton, Ohio. Learn more at dc2c.org or follow us on [Facebook](#) [Twitter](#) [Instagram](#)

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