



PRESS RELEASE

July 1, 2010

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ARTS-KIDS TEAMS UP WITH TARGET

Major Retailer Supports Arts-Kids Youth Development Program

PARK CITY, UTAH — Arts-Kids today announced a partnership with Target, the Minneapolis-based retailer, to support its youth development program for at-risk children and teens. Arts-Kids is an after-school program using art and group techniques to help students between the ages of 8 and 17 years old meet the challenges of growing up. The grant from Target and other donors make it possible to offer the program free to all participants regardless of a family's ability to pay.

This grant is part of ongoing efforts by Target to strengthen families and communities throughout the country. Since opening its doors, Target has given 5 percent of its income to organizations that support education, the arts, social services and volunteerism. Today that equals more than \$3 million every week.

"At Target, our local grants are making a difference in the communities we serve," said Target's President of Community Relations, Laysha Ward. "We're proud to partner with Arts-Kids as part of our ongoing commitment to give back to the communities where our guests and team members live and work."

The Arts-Kids program has been developed over the past decade to address challenges facing today's youth. The program is often called a "primary prevention program" because the sense of belonging and "connectedness" developed in an Arts-Kids group helps kids avoid problems associated with:

- Alcohol abuse
- Drug use
- Teen suicide
- Gangs
- Bullying and teasing
- Social network problems like sexting and cyber-bullying
- Lying, stealing, vandalism

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Arts-Kids and Arts-Teens programs are also intended to provide a safe place for students with ADHD, Asperger's and other forms of autism to express themselves and feel socially accepted. When a diverse group of students meet in a safe environment where they can express their feelings silently through art, or verbally through group discussion, they develop empathy for others. This "sense of otherness" and improved self-esteem helps prevent negative behaviors.

This year, Arts-Kids developed a formal training program to teach civic organizations, school districts and non-profits how to implement the program for kids in their own communities.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves shoppers at 1,740 stores nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million a week.

Target also gives through signature programs that are designed to inspire learning in children and families. Programs include:

- **Take Charge of Education®**, a school fundraising program;
- **Target School Library Makeovers**, a program that provides year-round volunteer opportunities for Target team members to get involved with their local school;
- **Target Field Trip Grants**, a program that helps educators bring learning to life outside the classroom through the distribution of grants;
- **Target House®**, which serves as a home away from home for families of children receiving lifesaving treatment at St. Jude Children's Research Hospital® in Memphis and the St. Jude School Program presented by Target, which is staffed with accredited teachers and helps patients stay on track academically while undergoing treatments that can last months;
- **Target Volunteers**, a nationwide network of Target team members, retirees, families and friends who volunteer millions of hours to community projects.

About Arts-Kids

Arts-Kids, Inc. was founded in 1999 at two schools in Park City, Utah, by Pat Drewry Sanger, an Advanced Practice Psychiatric-Mental Health Registered Nurse and Child/Adolescent Specialist. The inspiration for the program came from her early work in Norfolk, Virginia, where she noticed that children growing up in tough inner city environments began to become hardened and emotionally shut down by age nine or ten. Parents were often so exhausted from their efforts to survive they had no energy to support their children on an emotional level.

Ms. Sanger transferred that learning to establish Arts-Kids, an after school program which combined the expressive arts and group techniques to create a joyful environment for self-expression. The program grew over the years to help children cope with the inevitable social problems kids encounter at school – teasing, bullying, and feelings of low self esteem. The also program focused on students who didn't "fit in" because they had behavioral challenges such as ADHD, autism and Asperger's. By 2003, Arts-Kids and Arts-Teens groups had expanded to all ten Summit County elementary and middle schools.

In 2008, Arts-Kids expanded its model to the Uintah and Ouray Northern Ute Reservation where Native children are challenged by substance abuse, suicide, gangs and high dropout rates.

For more information contact Arts-Kids at 435.615.7878 or go to www.arts-kids.org.

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