

The Safeway Foundation Ensures Literacy Support for 166 SMART Children



Donation underscores importance of literacy inside and outside the classroom

Portland, 27 September 2007 – The Safeway Foundation has made a donation of \$50,000 to ensure SMART® (Start Making A Reader Today) can deliver one-on-one literacy support to 166 Oregon children in the 2007-08 school year. Funds will support K-3 children in 10 rural communities where both Safeway and SMART are located.

“Imagine being unable to read a cereal box or warning label,” said Dan Floyd, Safeway Public Affairs Director. “Educated consumers make smart choices that last a lifetime, and it all starts with reading. SMART not only sustains this love for reading outside the classroom, but equips children with tools needed to make everyday decisions like buying healthy foods, or staying away from toxic chemicals. The Safeway Foundation believes in the difference that SMART is making in our local communities and is proud to be involved in this important cause.”

In 2007-08, SMART plans to serve 11,600 Oregon children statewide. Communities receiving support from The Safeway Foundation include Bend, Coos Bay, Corvallis, The Dalles, Enterprise, Medford, Pendleton, Roseburg, Springfield and Tillamook.

“Literacy is the line between success and failure. Children who don’t learn to read by third grade face a difficult future,” said Terry Shanley, SMART CEO. “Safeway recognizes the importance of literacy in nearly every aspect of life, and their donation will help 166 Oregon children receive the literacy support they need. We are incredibly grateful for Safeway’s support of SMART.”

SMART partners with 280 schools in 119 cities throughout Oregon, and relies on volunteer and financial contributions from the communities it serves. \$30 helps buy new books for one child. \$300 helps fund weekly one-on-one reading support and buys books for one child for the year. Without ongoing support, SMART’s program would not be available to children who need it.

Established with an initial grant by Safeway Inc. in 2001, The Safeway Foundation supports hunger relief, education, special needs, and health and human services. The Safeway Foundation is making a difference by improving the quality of life in the communities we work and live.

About SMART® (Start Making A Reader Today)

SMART is a nonprofit that envisions an Oregon where every child can read and is empowered to succeed. We engage community volunteers to read one-on-one with K-3 children who need literacy support. Participating children also receive new books each month to keep and read with their families. Since 1992, thousands of SMART volunteers have been inspiring little readers through storytelling. Together with support from the community, we are building brighter futures for Oregonians big and small. Volunteer or donate today. Visit www.getsmartoregon.org or call 877-598-4633.

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