

Good Citizenship

Bringing The Caring Neighbor Tradition To Life

(NAPSA)—Across the country, communities will be joining together again to support their local Children’s Miracle Network Hospitals.

Through May 19, customers can visit any of the nearly 4,700 Rite Aid stores nationwide to purchase Miracle Balloons for just \$1 each. In appreciation, customers will receive seven dollars in coupon savings for a range of popular products for every balloon purchase. All funds stay where they are raised and support the Children’s Miracle Network Hospital serving that community.

“Our annual campaign for Children’s Miracle Network Hospitals is just one of the ways we demonstrate our core value of being a caring neighbor,” said John Standley, Rite Aid president and CEO. “Thanks to the efforts of our associates and the generosity of our customers, we’ve been able to make a difference in the lives of millions of sick and injured children and their families.”

Rite Aid has raised more than \$51,000,000 for Children’s Miracle Network Hospitals, making it the organization’s sixth-largest corporate sponsor. Miracle Balloon sales are just one of the many ways it supports Children’s Miracle Network Hospitals. Each year, store associates come up with creative ways to raise money, such as archery tournaments, all-male beauty pageants, and fishing expeditions throughout the year.



Offering help for the Children’s Miracle Network Hospital can mean savings for consumers.

Beyond store activities, company leaders roll up their sleeves and clean the associates’ vehicles at the annual car wash at the corporate headquarters. The all-day fundraiser also features associate competitions, a pie toss booth staffed by members of the executive management team, and a water balloon dodgeball tournament.

Rite Aid is also using social media to increase campaign participation. The company’s Facebook page offers its fans an opportunity to share stories about their CMN Hospital. Facebook fans will also be able to make a pledge to support the Children’s Miracle Network Hospital and share their pledge with their friends and family.

Rite Aid’s goal is to raise a total of \$5 million for Children’s Miracle Network this year. Children’s Miracle Network Hospitals will use the money to provide critical care, purchase lifesaving equipment, fund groundbreaking research and cover medical costs for patients.