PRESS RELEASE

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The Children’s Home Society of New Jersey Named Charity Partner for The Rite Aid Foundation’s KidCents Program

Trenton, NJ (October 8, 2014) – The Children’s Home Society of New Jersey (CHSofNJ) is honored to have been selected as a member of The Rite Aid Foundation’s inaugural class of KidCents charities! This ongoing promotion will enable Rite Aid wellness+ customers to “round up” their purchase total to the nearest whole dollar in support of a local child-focused not-for-profit organization. CHSofNJ is one of 205 charity recipients the KidCents Campaign has recognized for its outstanding work on behalf of children in our community.

The KidCents campaign was launched in 2013, and this summer, The Rite Aid Foundation asked each of its 205 districts to nominate a local charity partner to include in the program. Victor Robles, District Manager for Rite Aid’s 22 Trenton areas stores, said, “We asked our associates to suggest their favorite local charities, and once we began reviewing the different agencies, there was no doubt about who we wanted to be part of this program with us. It was clear that The Children’s Home Society of New Jersey has been successful in the way they provide services to children in our community. We are happy to be...
part of that mission, and we look forward to working with the CHSoF NJ team for the benefit of our local children."

District Pharmacy Manager, Larry Hill added, “We are proud of the strength of the KidCents program, the many ways in which these contributions will improve the well-being of children in our communities, and the partnership we have begun with The Children’s Home Society of New Jersey to be an even greater participant in efforts that create positive changes for children and families.”

On Thursday, September 18th, CHSoF NJ Trustee Jennifer Pizi met with regional Rite Aid representatives and the Trenton area management team at an official check presentation ceremony in Marlton, NJ. Pizi spoke about the life-saving services this grant and additional funds raised through the KidCents campaign will support. “We are thrilled that The Rite Aid Foundation has recognized the meaningful impact The Children’s Home Society of New Jersey is making in the lives of thousands of children and their families,” said Pizi. She continued, “KidCents donations will help us reach even more at-risk children and truly raise the bar for those already participating in our 54 programs. But more importantly, this is the beginning of a partnership where hundreds of Rite Aid associates can make a difference in their own way; between the KidCents program and volunteer hours from a district with over 200 associates, what we can achieve together will no doubt be remarkable.”

**Wellness+ shoppers throughout the United States can round up their purchases for CHSoF NJ to help support the important programs and services the agency provides to the at-risk babies, children and youth of New Jersey and Eastern Pennsylvania.** To participate in the KidCents program, create or sign in to a wellness+ account at [www.kidcents.com](http://www.kidcents.com) and choose to donate to CHSoF NJ babies and children! Shoppers are given the option to round up every purchase to the nearest whole dollar, or they can choose to be asked at the register each time they check out. *Every penny counts, and so does every child.* Join Rite Aid and The Rite Aid Foundation today in making a difference in the lives of New Jersey and Eastern Pennsylvania’s at-risk children each time you shop with your wellness+ card.

**About The Children’s Home Society of New Jersey**
The Children’s Home Society of New Jersey is a nonprofit child and family serving agency whose mission is to save children’s lives and build healthy families. Founded in 1894, the agency protects abused or neglected infants and at-risk children by insuring stable, permanent, and loving homes for each and every child it serves. All services are confidential and most are free. For more information, visit our website at [www.chsofnj.org](http://www.chsofnj.org).

**About The Rite Aid Foundation**
Rite Aid’s mission is to improve the health and wellness of our communities through engaging experiences that provide customers with the best products, services and advice to meet their unique wellness needs. Beyond our stores, we bring our mission to life through the efforts of The Rite Aid Foundation. The Rite Aid Foundation has chosen children’s health and well being as the core focuses of its charitable giving; it has raised and donated over $80 million to help children. To learn more, visit [www.riteaid.com](http://www.riteaid.com) and [www.kidcents.com](http://www.kidcents.com).

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