



## Press Release

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FOR IMMEDIATE RELEASE

### **RITE AID FOUNDATION AWARDS \$10,000 TO KIDPOWER TEENPOWER FULLPOWER**

CAMP HILL, Pa. (Oct. 8, 2013) – The Rite Aid Foundation announced today a \$10,000 grant to Kidpower Teenpower Fullpower International, a Santa Cruz, Calif., based nonprofit organization promoting personal safety and violence prevention education. The funding will support Vaccine Against Violence and Abuse, which equips children with tools and skills necessary to stay physically and emotionally safe, increase their confidence and reduce their likelihood of falling victim to abuse.

Including this new grant, The Rite Aid Foundation has awarded Kidpower \$70,000 over the past decade.

"At The Rite Aid Foundation, we are always looking for innovative and effective ways to help children lead healthier lives," said Gayle Rife, Manager of The Rite Aid Foundation. "We are proud to partner with Kidpower on its mission to empower children against violence and to help them build habits that can last a lifetime."

Kidpower was established in 1989 to help prevent bullying, harassment, sexual abuse, abduction and other forms of emotional and physical violence. Today, Kidpower has served more than 2 million children, teens and adults. Vaccine Against Violence and Abuse is one curriculum out of many that Kidpower offers to teach self-protection and instill self-confidence.

"We are very grateful for The Rite Aid Foundation's generous and continued support," said Irene Van der Zande, Executive Director and Founder. "Thanks to this grant, many more children in Northern California will get first-hand coaching and instruction on how to stay safe, act wisely and believe in themselves."

Rite Aid operates more than 70 stores in the greater San Francisco area out nearly 600 locations across California and two distribution centers.

The Rite Aid Foundation, founded in July 2001, is a not-for-profit foundation dedicated to helping children's health and well-being. Since its inception, The Rite Aid Foundation has awarded grants totaling more than \$16 million to more than 1,300 organizations nationwide. For more information on The Rite Aid Foundation, visit [www.riteaid.com](http://www.riteaid.com).

Rite Aid Corporation (NYSE: RAD) is one of the nation's leading drugstore chains with more than 4,600 stores in 31 states and the District of Columbia and fiscal 2013 annual revenues of \$25.4 billion.

Information about Rite Aid, including corporate background and press releases, is available through the company's website at [www.riteaid.com](http://www.riteaid.com).

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