



NEWS RELEASE

For Immediate Release

Media Contact:
Bari Kurzman
212-539-3288
BariK@mbooth.com

BURLINGTON LAUNCHES FIRST-EVER BURLINGTON BOOK BUDDIES PROGRAM IN PARTNERSHIP WITH K.I.D.S./FASHION DELIVERS & SPROUT
Help Kids Discover the Wonderful World of Reading through a Book Collection and Distribution Program

BURLINGTON, N.J. (July 31, 2014) – Did you know that one-in-four children in America grow up without learning how to read? That’s why Burlington, a national off-price retailer offering designer merchandise up to 65% off department store prices every day, has teamed up with K.I.D.S./Fashion Delivers, a national non-profit organization, and Sprout to launch the first-ever *Burlington Book Buddies* initiative – a new program designed to help provide children with the opportunity to discover the wonderful world of reading.

Together, from August 1 through Labor Day (September 1, 2014), the partners are inviting customers to donate gently-used or new children’s books at any of the 523 Burlington stores nationwide to benefit local children and their families. For every book donated, Burlington will match up to 55,000 new children’s books through K.I.D.S./Fashion Delivers.

“Giving back to communities is a priority for Burlington and we are excited to launch a new initiative that helps children as they are heading back to school,” says Tom Kingsbury, president and chief executive officer of Burlington. “We are thrilled that *Burlington Book Buddies* allows us to provide books to children in need, giving them the opportunity to explore the world of reading.”

Sprout, the first 24 hour preschool network for preschoolers and their parents and caregivers, will help to promote the program via on-air promotional spots kicking off on August 1, 2014. The effort will help remind its millions of viewers about the ongoing need for books all across the country, and demonstrate how people can help. To celebrate the world of reading, Burlington will host exclusive reading events with characters from Sprout at the New York City Union Square store on August 1 and the Chicago North State Street store on August 14. The events will feature The Sunny Side Up Show's Tim and Chica. Beginning at 2:00pm, children are invited to meet Chica and Tim, sing songs and listen to a special story during this exclusive in-store event.

"We are happy to work with Burlington to help make reading accessible to children and their families across America," says Jennifer Giddens, VP of Marketing for Sprout.

"We are thrilled to join Burlington on the *Burlington Book Buddies* program," says Allan Ellinger, co-chairman of K.I.D.S./Fashion Delivers. "The partnership allows us to provide books to disadvantaged children nationwide through 57 community charities. Our hope is that this effort helps to make a difference to improve the rates of literacy amongst children."

For more information and to find a list of participating Burlington stores visit

www.BurlingtonStores.com.com.

About Burlington Stores, Inc.

Burlington is a national off-price retailer offering style for less with up to 65 percent off department store prices every day. Departments include ladies' dresses, suits, sportswear, juniors, accessories, menswear, family footwear and children's clothing. It also includes an assortment of furniture and accessories for baby at Baby Depot, home décor and gifts, along with the largest selection of coats in the nation for the entire family. Burlington has 523 stores in 44 States and Puerto Rico. For more, visit www.BurlingtonStores.com.

About K.I.D.S./Fashion Delivers, Inc.

K.I.D.S./Fashion Delivers, Inc., a 501(c)(3) non-profit organization, unites retailers, manufacturers, foundations and individuals to provide new merchandise to families and people impacted by poverty and tragedy. Excess product, including apparel, accessories, shoes, home furnishings, toys, books, school supplies and other items, deliver hope and dignity to people in need through a network of community partners. To date, over \$1 billion of donated products have been distributed, serving the poor and disadvantaged worldwide. For more information, please visit www.DonateProduct.com.

About Sprout

Sprout is the first 24-hour preschool destination available on TV, on demand and online for children ages 2-5 and their parents and caregivers. Available in over 60 million homes, the 24-hour digital channel is the only network that follows the day of a preschooler from breakfast to bedtime with its distinctive, interactive programming and original hosted daypart blocks that parents and kids share together. Viewers are encouraged to submit artwork, birthday wishes, videos and more through SproutOnline.com, which has received over five million viewer interactions to-date. Sprout's VOD offering is the #1 on demand service for younger children with over one billion views.

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