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**FOR IMMEDIATE RELEASE**

 **Irvine-Based Blue Sky Joins The Kids In Need Foundation to Provide
Back-to-School Supplies to 650 Local Students**

**IRVINE, Calif.** – Aug. 30, 2017 – Blue Sky ([www.bluesky.com](http://www.bluesky.com)) will once again join forces with The Kids In Need Foundation this week to hand out 650 backpacks filled with much needed school supplies to local students in grades K-5. An Irvine-based company, Blue Sky creates planners, calendars and notebooks in a variety of styles and sizes that are sold at leading retailers nationwide.

Blue Sky has been a long-time supporter of The Kids in Need Foundation ([www.kinf.org)](http://www.kinf.org)), and this backpack partnership is now in its fourth year. The Kids In Need Foundation’s mission is to ensure that every child is prepared to learn and succeed in the classroom by providing free school supplies nationally to students most in need.

The Blue Sky team has partnered with The Kids In Need Foundation through support services and donations to help fund various programs benefiting local students on school grounds. Blue Sky is thrilled to be able to witness first-hand the joy that making a difference in children’s lives brings to the community.

“We know that when kids have the school supplies they need, classroom participation and student self esteem improves greatly,” says Dave Smith, executive director, The Kids In Need Foundation. “Because of this generous donation from Blue Sky, 650 students will begin this school year knowing their community believes in their success. We thank Blue Sky for their continued partnership and commitment to education.”

To donate to The Kids In Need Foundation, visit www.kinf.org.

**Blue Sky™: The Dream of Organization – Solved™**
Blue Sky, the #1 Dated Products brand\*, creates planners, calendars, notebooks (and more!) that help millions of people achieve their dream of organization - effectively and with style. High quality and incredibly functional, Blue Sky products help to plan well, stay on track, and keep it together, all with a variety of sizes, formats and designs to suit any lifestyle and personality. Thoughtfully designed in sunny southern California and available at retailers nationwide. Visit [www.bluesky.com](http://www.bluesky.com) to see what’s new!
*\*The NPD Group, Inc. / Retail Tracking Service, U.S. Dollar Sales, April 3, 2016 – October 1, 2016*

**About The Kids In Need Foundation**

The Kids In Need Foundation’s mission is to ensure that every child is prepared to learn and succeed in the classroom by providing free school supplies nationally to students most in need. The Kids In Need Foundation, a national 501(c)(3) charitable organization founded in 1995, has distributed more than $900 million in school supplies, directly benefiting 5.4 million students and more than 150,000 teachers last year. For more information, visit [KINF.org](http://kinf.org/), and join us on Facebook, Twitter, & Instagram: @KidsInNeed.

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