

FOR IMMEDIATE RELEASE

Area Boys & Girls Clubs kids create winning art for new Martin's Earth Month reusable totes.

SOUTH BEND, IN/March 25, 2009/Martin's Super Markets/ -- Boys & Girls Clubs members from four regional clubs are getting the chance to see their artwork featured on thousands of reusable Earth Day totes on sale beginning March 30 at every Martin's Super Market.

The four winning artists' designs are featured on the new bright-green totes, priced at \$1.99 each. A portion of the proceeds will benefit the Boys & Girls Clubs of Greater Goshen, St. Joseph County, Benton Harbor and Marshall County. In total, the Clubs serve nearly 4,000 children annually in both after-school and summer programs.

Each Club held an art contest with the theme *Kids Caring For Our Earth* in late 2008. The top artist at each Club was chosen, and the four winning designs have been reproduced in full color on one of the two available bag designs. Each winner has also received a laptop computer from Martin's as their prize.

The green totes will be available at displays featured in the Flower Markets at all Martin's Super Markets. As with other Martin's totes and plastic bags, customers will earn a 5¢ credit at checkout each time they reuse their *Kids Caring For Our Earth* tote.

"Purchasing and using these totes is a way for Martin's and our customers to make a positive statement and direct contribution to a great community resource — our local Boys & Girls Clubs," according to Dave Mayfield, Martin's advertising manager. "The Earth Month tote not only shows support for Club members, it's also a great way for both Martin's and our shoppers to demonstrate a continued commitment to conserving the earth's limited resources for our children's futures."

Boys and Girls Club of Marshall County artist Kathryn H. will make a special appearance at Martin's Plymouth store, located at 865 E. Jefferson St., on Friday, March 27 from 9:30am to 10:30 am. Kathryn will be on hand to personally sign her designed tote for customers who purchase one during that time.

The Boys & Girls Club of Marshall County provides a safe place to learn and grow; ongoing relationships with caring, adult professionals; life-enhancing programs and character development experiences; and hope and opportunity.

Martin's Super Markets was founded in 1947 and currently has 20 stores in South Bend, Mishawaka, Granger, Elkhart, Goshen, Plymouth, Nappanee and Logansport, Indiana, and Niles, Stevensville and St. Joseph, Michigan.

Contact: Cindy Kaplan, media marketing manager, (574) 239-1867 or ckaplan@martins-supermarkets.com

###