

## FOR IMMEDIATE RELEASE

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

**SOUTH BEND, IN/April 9, 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 now on sale 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 St. Joseph County artist Taylor Watts will make a special appearance at the Martin's located at 4401 Western Ave. in South Bend on Friday, April 17 from 3:30pm to 4:30 pm. Taylor will be on hand to personally sign her designed tote for customers who purchase one during that time. Additional groups from the organization will be in five other Martin's stores from 5:30pm to 6:30pm the same day:

926 Erskine Plaza, South Bend  
2081 South Bend Avenue, South Bend  
314 N. Ironwood, Mishawaka  
7355 Heritage Square, Mishawaka  
12850 State Road 23, Granger

Founded in 1974, the Boys & Girls Club of St. Joseph County serves over 700 youth daily, ages 6 through 18. The Club aims to inspire and enable all young people, especially those who need it most, to realize their full potential as productive, responsible and caring citizens.

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.

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