



A public entity funded from Proposition 10 tobacco tax funds

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FOR IMMEDIATE RELEASE

Riverside County Children & Families Commission Partner in Literacy Fundraising Effort

(AUGUST 13, 2009) — The Riverside County Children & Families Commission will help young children benefit from a back-to-school donation drive supporting literacy and conducted by dd's DISCOUNTS stores in partnership with the award-winning nonprofit organization First Book.

According to the *Archives of Disease in Childhood*, 16 percent of parents of children age three years and younger do not read at all with their children; 23 percent do so only once or twice a week. Research shows that introducing books early and reading aloud to children helps them build language skills, prepare for school success, embrace a love for reading and create a special bond with parents and caregivers.

“This drive will give us the opportunity to further our goals in raising awareness about the importance of early literacy and increasing family literacy,” said Harry Freedman, executive director of First 5 Riverside.

Between August 15 and September 7, 2009, dd's DISCOUNTS customers can make a donation at the point of sale at store locations in Corona (714 N Main St. in Corona, CA 92880); Hemet (1711 W Florida Ave. in Hemet, CA 92545); Moreno Valley (12320 Perris Blvd. in Moreno Valley, CA 92557) and Riverside (5700 Van Buren Blvd. in Riverside, CA 92503). A donation of only \$2 will provide a brand new book to a child. All funds raised will go directly to purchase new books in support of youth literacy efforts. First 5 Riverside was selected as a recipient to help in the efforts.

“This donation drive directly engages community members in support of local children and young people who need these basic resources to become readers and learners for life,” Kyle Zimmer, president of First Book.

About First 5 Riverside: First 5 Riverside, the Riverside County Children & Families Commission, is a public entity funded by Proposition 10 tobacco tax revenues and established by the County Board of Supervisors in 1999. First 5 Riverside provides funding and support of early education, health and child care services that help children through age 5 develop a strong foundation for success in school and throughout their lives. For more information about First 5 Riverside programs and other funded services, call 951-248-0014 or Toll Free 800-266-3880 or visit www.rccfc.org.

About First Book: First Book provides new books to children in need, addressing one of the most important factors affecting literacy – access to books. An innovative leader in social enterprise, First Book has distributed more than 60 million free and low cost books in thousands of communities. First Book now has offices in the U.S. and Canada. For more information about the nonprofit First Book please visit www.firstbook.org.

About Ross Stores: Ross Stores, Inc., a Fortune 500 and Nasdaq 100 (ROST) company headquartered in Pleasanton, California, is the nation's second largest off-price retailer with fiscal 2008 revenues of \$6.5 billion. As of May 2, 2009, the Company operated 922 Ross Dress for Less® (“Ross”) stores and 52 dd's DISCOUNTS® locations. Ross offers first-quality, in-season, name brand and designer apparel, accessories, footwear and home fashions for the entire family at everyday savings of 20 to 60 percent off department and specialty store regular prices. dd's DISCOUNTS features a more moderately-priced assortment of first-quality, in-season, name brand apparel, accessories, footwear and home fashions for the entire family at everyday savings of 20 to 70 percent off moderate department and discount store regular prices. Additional information is available at www.rossstores.com.

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