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**All Shades of Pink Receives Grant from Target for
Youth Awareness Coloring Book Program**

Glenn Dale, Maryland (September 1, 2009) — All Shades of Pink today announced a partnership with Target in recognition of its efforts in helping families fight breast cancer in the community. Target's community involvement grant will allow for 500 coloring books, *It's Okay to Jump!*, authored by Founder Denice Whalen-White and illustrated by breast cancer survivor Sallie Seese to be provided to newly diagnosed breast cancer patients to help facilitate dialogue between patient and/or caregiver and their young children about breast cancer in a non-frightening manner.

"Often times, many breast cancer patients and caregivers elect to not inform young children of the illness believing that they are too young to notice or grasp the effects of the disease. Through this coloring book we believe it will be a useful resource to open discussion with children 12 and under so that they are aware of the effects breast cancer has on mom, or their loved one, and offer ways as to how they too can be caregivers to mom on her road to recovery," said Whalen-White to a group of her volunteers.

This grant is part of ongoing efforts by Target to strengthen families and communities throughout the country. Since opening its doors, Target has given 5 percent of its income to organizations that support education, the arts, social services and volunteerism. Today that equals more than \$3 million every week.

"At Target, our local grants are making a difference in the communities we serve," said Laysha Ward, president, Community Relations, Target. "We're proud to partner with All Shades of Pink as part of our ongoing commitment to give back to the communities where our guests and team members live and work."

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Additionally, Target also gives through signature programs that are designed to inspire learning in children and families. Programs include:

- **Take Charge of Education[®]**, a school fundraising program;
- **Target Field Trip Grants**, a program that helps educators bring learning to life outside the classroom through the distribution of grants;
- **School Library Makeovers**, a program that provides year-round volunteer opportunities for Target team members to get involved with their local school;
- **Target House[®]**, which serves as a home away from home for families of children receiving lifesaving treatment at St. Jude Children's Research Hospital[®] in Memphis;
- **Target Volunteers**, a nationwide network of Target team members, retirees, families and friends who volunteer millions of hours to community projects.

About All Shades of Pink

All Shades of Pink is a Maryland non-profit 501(c)3 corporation founded in 2007. The mission of All Shades of Pink is to assist women (and their families) diagnosed with breast cancer with resource referrals, non-medical advice and/or emergency financial assistance during their treatment period. All Shades of Pink seeks to provide assistance to address physical, emotional or financial stresses these families may experience while battling breast cancer. In the past two years, All Shades of Pink has touched the lives of over 300 families through their Comfort Blanket Program and Utility Assistance Fund.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at more than 1,600 stores nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million a week.