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2005 OPERATION SCHOOL SUPPLIES CAMPAIGN WAS A SUCCESS!

Campaign Raises \$150,000 Worth of School Supplies for Area Students

HOUSTON (August 22, 2005) – Four weeks and thousands of donations and dollars later, Operation School Supplies (OSS) concluded with an H-E-B 18-wheeler delivering school supplies to the University of Houston’s Alumni Center, where they were sorted and boxed by more than 150 volunteers from the Houston Alumni Organization. **This year’s program raised more than \$150,000 worth** of school supplies -- providing basic resources that needy elementary school-age students need to succeed in the classroom. Since its inception fifteen years ago, the program has raised **more than \$1,121,000** toward the purchase of new school supplies to help area students.

The founding partners of the program, the Houston Coca-Cola Bottling Company and the Houston Alumni Organization, developed Operation School Supplies in 1990 to give back to the community by supporting youth and education. H-E-B is the retail partner for the annual campaign, this year accepting donations at 44 locations in the greater Houston area. The United Way is also a sponsor, bringing invaluable resources including staffed phone lines that took more than 3,107 telephone calls regarding school supplies.

“Houston Coca-Cola Bottling Company started this program fifteen years ago with our friends at the Houston Alumni Organization because we believe in giving back to our community through supporting youth and education,” said Paul Detmore, Community Relations Business Development Manager for Houston Coca-Cola Bottling Company. “With this great team of partners on board, the 2005 campaign was the most successful ever with increased donations allowing us to help even more children.”

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“The 2005 Operation School Supplies Campaign was a big success thanks to the generosity of the entire community”, commented Steve Hall, president and CEO for the Houston Alumni Organization. “While this year’s campaign is over, you can donate to next year’s campaign at any time by visiting www.HoustonAlumni.com and making a donation.”

From July 6 through August 7, grocery shoppers supported the effort by picking up an Operation School Supplies coupon at the checkout counter at participating H-E-B stores to add a donation to their purchase total. In addition, each time any Coca-Cola product was purchased at H-E-B during the time period, the Houston Coca-Cola Bottling Company donated a portion of the proceeds to Operation School Supplies. “H-E-B was honored to be a part of this wonderful program that benefited so many local children,” said Juan Alonso, Regional Vice President for H-E-B Houston. “This year, elementary school students in 183 schools in 24 area school districts received school supplies from Operation School Supplies.” There were also three donation days – the Houston Zoo on July 30, the Houston Astros game on August 9 and at the Gulfgate H-E-B on August 3.

The Operation School Supplies Campaign has grown with the added commitment of FOX 26/UPN 20, Sunny 99.1, the Houston Astros, the Houston Zoo, and Houston Community Newspapers. “It was exciting for Houston Community Newspapers to be the print media sponsor for Operation School Supplies”, commented James Pollard, Vice President Advertising and Marketing for Houston Community Newspapers. “Our readers are generous, caring Houstonians and they share our concern that each student begins the school year with the proper supplies.” Thanks to the generosity of the community, the sponsors and the partners, the 2005 Operation School Supplies Campaign helped more students than ever before by providing them with the basic tools they need for school as well as a sense of self-esteem.

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