



**FOR IMMEDIATE RELEASE**  
**August 24, 2005**

**SAM'S CLUB, THE TEXAS RANGERS AND COCA-COLA ENTERPRISES TEAM UP  
TO HELP BENEFIT LOCAL TEACHERS**

**“Stuff the Bus” School Supply Drive Donation Planned for Teachers  
and Students at L.P. Cowart Elementary**

DALLAS (August 24, 2005) — During the school year, the burden of buying school supplies often falls on the shoulders of hard-working teachers. The Storehouse Teacher Resource Center of North Texas is designed to assist these dedicated teachers, who often use their own money to provide their students with basic school supplies. To help meet the needs of these teachers, SAM'S CLUB, the Texas Rangers and Coca-Cola Enterprises organized “Stuff the Bus,” a program benefiting the Center.

“Stuff the Bus” was designed to provide The Storehouse Teacher Resource Center of North Texas with all of the necessary supplies that students need throughout the year. North Texans purchased and donated school supplies at 20 Dallas/Fort Worth Metroplex SAM'S CLUB locations, during the month of August, in order to help the Center have enough supplies to benefit as many local teachers and students as possible.

On Friday, August 26, 2005, teachers and students from Leila P. Cowart Elementary School will receive supplies from the Storehouse Teacher Resource Center. A school bus full of supplies will make a special delivery to the school, and will be greeted by Deputy Mayor Pro Tem Dr. Elba Garcia, Texas House Representative Roberto Alonzo, Texas Rangers pitcher Brian Shouse, Texas Rangers mascot Rangers Captain and more than 30 excited teachers and students upon its arrival at the front of the school. These special guests will help teachers pass out the donated supplies to the deserving students at Leila P. Cowart Elementary.

“We are honored to support teachers and their students throughout North Texas,” says Ryan Niemeyer, SAM'S CLUB regional sales manager for Dallas/Fort Worth. “And we are pleased to be a partner in the ‘Stuff the Bus’ program with the Texas Rangers and Coca-Cola.”

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## **Page 2/ “Stuff the Bus”**

All supplies collected went to The Storehouse Teacher Resource Center of North Texas and are available to teachers for distribution now. The Center is part of a national program that distributes free educational tools to teachers for their students and classrooms. Teachers have the opportunity to shop throughout the school year at designated times. Teachers can obtain basic student supplies and motivational items, as well as desk and office items that help with personal organization. The Center services 60 schools throughout North Texas, reaching almost 60,000 children in the Metroplex including Dallas, Arlington, Fort Worth, Grand Prairie and Richardson.

“We have been open almost two years and already serve so many schools throughout the Metroplex,” says Phyllis Freeman, executive director of the Center. “Supplies donated from the ‘Stuff the Bus’ campaign are greatly helping us to support area teachers and students this school year.”

The school supplies are procured through the Kids in Need Foundation, which has 21 Resource Centers in cities across the United States. The World Vision Storehouse is a proud member of the national network of the Kids in Need Resource Center. Supplies are distributed with the help of donations from individuals, companies and corporations through the World Vision Storehouse Teacher Resource Center to local North Texas teachers in a mock retail style.

Coca-Cola Enterprises is pleased to partner with SAM’S CLUB and the Texas Rangers to provide children with the supplies they need to succeed. Coca-Cola remains committed to youth, education and the community, recognizing that our youth represent the future of Texas.

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