

# A DAY MADE BETTER

## Fact Sheet

**LAUNCH DATE & TIME:** October 2, 2007 at 10:00 a.m. in each U.S. time zone.

### WHY OFFICEMAX IS DOING THIS

"A Day Made Better" is the kick-off of a new company-wide community initiative sponsored by OfficeMax in partnership with the non-profit organization Adopt-A-Classroom. It is in response to the fact that teachers often spend their own money on classroom supplies – as much as \$4 billion annually (an average of \$1,200 per teacher), according to the National Education Association.

The name "A Day Made Better" is derived from the thought that, with this special event, we can make at least one day better for educators; specifically, by providing more than 1,000 teachers with essential classroom supplies through a high-profile event.

Through the "A Day Made Better" event, OfficeMax seeks to educate and motivate the general public to take action and partner with educators and schools in their community. According to a 2007 Gallup Poll, education is among the top 10 "most important problems" facing the country.

Despite this high level of concern, Adopt-A-Classroom notes a number of troubling trends in teaching:

- Fifty percent (50%) of teachers leave the profession within the first five years.
- Each time a teacher leaves the education system, the cost is approximately \$11,500 for recruiting, hiring and providing orientation and professional development for the replacement.
- Teachers cite a lack of support as the top reason for leaving their profession.
- Teaching currently ranks among the bottom of planned education.

## EVENT DETAILS

1,000 teachers in one day: OfficeMax will donate classroom supplies worth more than \$1 million to schools across the nation on behalf of selected teachers. OfficeMax representatives will arrive at the school on October 2 to deliver a surprise package of classroom supplies to one teacher nominated by the school's principal. OfficeMax will make surprise gift donations to 1,000 schools in recognition of 1,000 teachers across the U.S. on October 2.

## WHAT IS GOING TO HAPPEN ON OCTOBER 2

The following schedule will be executed to all teacher gift recipients at 10:00 a.m. in each time zone.

**9:40 AM:** A team of approximately six to ten OfficeMax representatives will enter a school to surprise the teacher gift recipient with a donation of classroom supplies worth approximately \$1200 that will be made to the school on behalf of the teacher.

**9:55 AM:** OfficeMax representatives and the school's principal will go to the teacher's classroom for the surprise.

**10:00 AM:** The School's Principal will enter the teacher's classroom and let the teacher gift recipient know that there is a surprise for him/her and will introduce the OfficeMax representatives. The OfficeMax representatives will present the gift donation to the teacher.

**10:20 AM:** Event ends.

## ADOPT-A- CLASSROOM AFFILIATION

Adopt-A-Classroom (AAC) is a 501(C)(3) non-profit national organization that harnesses the resources of the community and the Internet to enrich the classroom experience and increase both teachers' and students' chances for success. AAC provides a direct connection between individual donor and specific teacher/classroom. Through the Adopt-A-Classroom website, anyone can partner with and make a donation to any classroom in America. One hundred percent (100%) of the donation goes directly to the teacher so the teacher can purchase the resources necessary to meet student needs. Donors receive personal feedback from the teacher and students. In addition, AAC sends donors Impact Reports that details exactly what teacher purchased with the donation, providing full accountability and transparency in the process. For more information about AAC, please visit the organization's website at: [www.AdoptAClassroom.org](http://www.AdoptAClassroom.org)

## **SCHOOL AND TEACHER SELECTION**

Working with AAC, OfficeMax will recognize the dedication of one teacher at approximately 1,000 elementary schools nationwide on October 2, 2007, a majority of them being Title I schools. A Title I school is defined as an in-need school where 40 percent (40%) or more of its student body is subsidized with a free lunch program. Principals at each of the elementary schools nominated the teacher gift recipient based on merit.

To view the list of teachers, please see the 1000 Teacher and School Recipients link on the "A Day Made Better" landing page.

## **THE GIFT DONATION**

OfficeMax will make a surprise gift donation to the school on behalf of the teacher selected by the school's principal. Principals were asked to consider the teacher's achievements and efforts in making learning fun for students, using innovative techniques to foster learning and the teacher's passion for education and teaching. Each donation will include a movable cart, one leather chair and a box containing classroom supplies (a total donation of approximately \$1,200). To identify the classroom supplies most needed by teachers, OfficeMax conducted teacher research. OfficeMax will also deliver special coupon offers and invitations to join its MaxPerks for Teachers loyalty program to all teachers in the school.

## **ABOUT OFFICEMAX'S FUND RAISING CAMPAIGN**

In collaboration with Adopt-A-Classroom, OfficeMax launched a fund raising campaign to raise public awareness and to drive community-based action to bring more resources to teachers. All OfficeMax retail stores (900+ stores) nationwide are participating in the fund raising campaign, with donations accepted at the cash register. Customers making a donation of \$2 or more will receive a special limited-edition photo frame magnet with teacher and education messages. All donations go to Adopt-A-Classroom. The campaign started on August 20, 2007 and will run through October 8, 2007.

## **ABOUT OFFICEMAX'S TEACHER-SUPPORT PROGRAMS**

In addition to the teacher fund raising campaign, OfficeMax offers numerous teacher-support programs such as the MaxPerks<sup>SM</sup> for Teachers loyalty reward program, special annual Educator Appreciation events at all OfficeMax retail stores and a MaxPerks<sup>SM</sup> recycling program for teacher and school-based fund raising efforts.

## **ABOUT OFFICEMAX**

OfficeMax Incorporated (NYSE: OMX) is a leader in both business-to-business office products solutions and retail office products. The OfficeMax mission is simple. We help our customers do their best work. The company provides office supplies and paper, in-store print and document services through OfficeMax ImPress<sup>TM</sup>, technology products and solutions, and furniture to consumers and to large, medium and small businesses. OfficeMax customers are served by approximately 35,000 associates through direct sales, catalogs, e-commerce and more than 900 stores. To find the nearest OfficeMax, call 1-877-OFFICEMAX. For more information, visit [www.officemax.com](http://www.officemax.com).

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