

General Key Messages about the 2017 School Supply Drive campaign:

- Staples is a successful company that **has a heart and soul**. Our people get involved locally; they contribute to the fabric of society – locally, first, and then through national programs. Staples Canada is banding together with customers and local charities for the 12th annual *Staples for Students School Supply Drive*.
- It's very important for people to know that they don't have to make a choice between a company that puts up great numbers year after year, and a company that has a strong sense of socially responsibility.
- The *School Supply Drive* is an annual campaign held at all Staples Canada locations to purchase and collect school supplies for students who need assistance.
- Donated supplies and funds stay in the local community and are given to students in need through the store's local charity partner, Big Brothers Big Sisters of North Grenville.
- As a company Our goal this year is to raise \$1.7 million, which will bring our rolling total to \$10 million in just 12 years!
- Every donation counts and is greatly appreciated.
- Customers can make donations from July 26 to September 12, 2017 at Staples stores across Canada.
- The *School Supply Drive* is one of Staples Canada's key charitable programs and is a Staples tradition. Visit www.staples.ca/supplydrive to learn more.