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NEWS RELEASE

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New Reading Books Donated to Indianapolis' Operation School Bell® via the Let's Get This Foundation sponsored by Joey McIntyre of New Kids on the Block

INDIANAPOLIS—July 14, 2009—Assistance League® of Indianapolis announces it has received a donation of 1,550 books for distribution through its Operation School Bell program to benefit underprivileged students in central Indiana. The books were donated to the local non-profit through the Let's Get This Foundation sponsored by Joey McIntyre of New Kids on the Block and his wife Barrett.

Operation School Bell will provide new clothing and books to over 2,800 local children in-need during the 2009-10 school year. The books were given to Assistance League of Indianapolis on Sunday, June 28th prior to the New Kids on the Block's scheduled concert at the Verizon Music Center donated by fans at the concert held in Cincinnati the night before. The estimated value of this donation is \$6200.

About The Let's Get This Foundation

Working through the First Book Program, Let's Get This Foundation will provide new books to children in need at every stop of the New Kids On The Block North America tour. For every \$2 donation from fans in each city, a new book will be purchased. These books are then transported to the next concert location and given to the selected philanthropic organization for distribution to children in need in that community.

About Operation School Bell

Since its inception in 1984, more than 29,000 children have received clothing and school supplies through Operation School Bell. Students from Indianapolis Public School System and the Metropolitan School Districts of Washington, Lawrence, Warren, and Pike Townships are referred to the Operation School Bell by school personnel and meet financial qualifications at or below the poverty level.

Under the guidance of an Assistance League member, the children individually choose their new items in a store-like setting. Each child receives a duffle bag and then individually selects one winter jacket; a hat, scarf and gloves set; six pairs of socks, six briefs or boxers, school supplies, hygiene supplies, two age-appropriate books, one belt, one sweatshirt, two pairs of navy or khaki pants, jumpers, or skorts and two uniform shirts. The retail cost for these same new items would be approximately \$200 per child.

The mission of Operation School Bell is to provide schoolchildren in need with new clothes, supplies, books, and shoes with the goal of helping them feel not only better about themselves, but better about going to and staying in school. Studies show that children who come to school inappropriately dressed are at a disadvantage and that appropriate school clothing can improve school attendance and help classroom performance.

About Assistance League of Indianapolis

Assistance League of Indianapolis, with the support of approximately 200 all-volunteer members, serves more than 6,000 children and adults in the greater Indianapolis area each year through Operation School Bell, ALI Bears, Assault Survivor Kits® and ALI Friends. During the 2007-2008 fiscal year, 90 cents of every dollar spent by Assistance League of Indianapolis was returned to the Indianapolis community through its philanthropic programs. To learn more about membership, programs or make a donation visit www.alindy.org or call 317-872-1010.

Assistance League® of Indianapolis is a chapter of National Assistance League. Through the gift of service to their communities, over 120 chapters of Assistance League across the nation returned approximately \$35 million to local communities through their local chapter philanthropic programs.

***Assistance League of Indianapolis—putting caring and commitment into action
through community-based philanthropic projects.***