



## Newell Rubbermaid Dedicates Its Second-Annual Global Day of Service to Education

October 28, 2014

### Company to donate "Teacher's Toolbox" to 4,000 teachers and 50,000 students in Atlanta Public Schools

ATLANTA, Oct. 28, 2014 /PRNewswire/ -- Newell Rubbermaid (NYSE: NWL) employees today will rally around one cause – to improve the educational experience for youth and young adults around the world – during the company's second-annual [Global Day of Service](#). More than 2,000 employees will have an opportunity to volunteer at 122 sites in 25 countries around the globe where Newell Rubbermaid employees work and live, from Atlanta to Sao Paulo to Geneva to Shanghai.

"Newell Rubbermaid has always been committed to giving back to the communities we serve," said Newell Rubbermaid President and Chief Executive Officer, Michael Polk. "This year we have chosen to focus our community investment and employee volunteerism on education and education systems in our communities around the world. Our employees in every time zone are passionate about providing youth and young adults with the tools they need to succeed in school and in life. Our donation of a 'Teacher's Toolbox' to Atlanta Public Schools in our headquarters location in Atlanta is one example of how Newell Rubbermaid is providing access to the tools that teachers and students need."

In partnership with the Kids in Need Foundation, beginning at the end of 2014 through Q1 2015 when teachers and students are in need of school supplies, Newell Rubbermaid will donate a "Teacher's Toolbox" to Atlanta Public Schools. Complete with Writing tools including the company's well known Sharpie®, Paper Mate®, Expo® and Mr. Sketch® brands and other products, the supplies will be donated to 106 schools comprised of more than 4,000 teachers and 50,000 students.

Newell Rubbermaid President and Chief Executive Officer, Michael Polk, and other leaders will spend the day volunteering and meeting with teachers and children at Boyd Elementary in Atlanta, Ga. during a Scholastic Book Fair, where each student will be able to select five free books of their choice, courtesy of Newell Rubbermaid. Polk will also unveil the new Reading Oasis, a special room at the school designed to encourage reading. He will then share leadership advice with students and volunteer at Junior Achievement's Chick-fil-A Foundation Discovery Center in Atlanta, where Newell Rubbermaid employees volunteer throughout the year. At JA BizTown and JA Finance Park, an immersive learning environment, students learn the important role they play in the future of our community, nation and world and how financial literacy and setting career goals is vital to success in adulthood.

Working with Scholastic in select communities across the U.S., Newell Rubbermaid employees will bring the company's commitment to volunteerism to life as they serve as classroom readers, book fair clerks and outfit Reading Oasis rooms in several schools, providing a peaceful environment where students can leisurely read books. In addition to Scholastic events, Newell Rubbermaid volunteers will also create outdoor reading gardens, assemble literacy kits, lead literacy training programs for children with autism and donate Newell Rubbermaid products to schools in underserved areas around the world.

"We're excited that Newell Rubbermaid has made literacy a core part of their Global Day of Service," says Ann Amstutz Hayes, Senior Vice President, National Partnerships, Scholastic. "Motivating children to read more is at the center of our mission at Scholastic, and we thank all the volunteers who are taking time out of their day to serve as reading role models for so many children around the world."

Also commenting on the day, Paula S. Larson, Newell Rubbermaid's Chief Human Resources Officer, said, "Community engagement is part of the 'I want to work [here](#)' culture we are creating at Newell Rubbermaid. Given our strong commitment to improving education around the world, our employees are embracing opportunities to serve where they live to positively impact local youth. Our neighbors will see our team in action, and the caliber of employees who call Newell Rubbermaid home."

For more information on Newell Rubbermaid's Global Day of Service, including live coverage via images, videos and stories posted by employees during today's events, visit [www.newellrubbermaid.com/GlobalDayofService](http://www.newellrubbermaid.com/GlobalDayofService). Interact with Newell Rubbermaid on [Facebook](#) and follow the company on [Twitter](#) @NWLRubbermaid, [Instagram](#) @NewellRubbermaid and on [Tumblr](#) at NewellVolunteers or by searching #NewellVolunteers.

### About Newell Rubbermaid

Newell Rubbermaid Inc., an S&P 500 company, is a global marketer of consumer and commercial products with 2013 sales of \$5.7 billion and a strong portfolio of leading brands, including Sharpie®, Paper Mate®, Rubbermaid Commercial Products®, Irwin®, Lenox®, Parker®, Waterman®, Contigo®, Rubbermaid®, Levolor®, Calphalon®, Goody®, Graco®, Aprica® and Dymo®. As part of the company's Growth Game Plan, Newell Rubbermaid is making sharper portfolio choices and investing in new marketing and innovation to accelerate performance.

This press release and additional information about Newell Rubbermaid are available on the company's Web site, [www.newellrubbermaid.com](http://www.newellrubbermaid.com).

### About Atlanta Public Schools

Atlanta Public Schools is one of the largest school districts in the state of Georgia, serving approximately 50,000 students across 106 learning sites. The district is organized into nine K-12 clusters with 87 schools, 17 charter schools and two citywide single-gender academies, where students are offered rigorous instructional programs that foster success in school and life. For more information, visit [www.atlantapublicschools.us](http://www.atlantapublicschools.us).

### About Scholastic

Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books and a leader in educational technology and related services and children's media. Scholastic creates quality books and ebooks, print and technology-based learning materials and programs, magazines, multi-media and other products that help children learn both at school and at home. The Company distributes its products and services worldwide through a variety of channels, including school-based book clubs and book fairs, retail stores, schools, libraries, on-air, and online at [www.scholastic.com](http://www.scholastic.com).

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