

PRESS RELEASE

Staples and Katy Perry team up to “Make Roar Happen” for Canadian students

TORONTO, ON (July 21, 2014) – Katy Perry and Staples have joined forces to “Make Roar Happen” by celebrating and supporting students during the back-to-school season, as the global pop music superstar kicks off the Canadian leg of her Prismatic World Tour.

In Canada, the campaign is centered on Staples’ annual efforts to help Canadian students who lack resources to prepare for the return to school. Studies conducted by the Salvation Army, United Way and Boys and Girls Clubs of Canada – organizations that receive funding from the Annual School Supply Drive, Staples’ Canadian program – indicate that some 13% of Canadian children live in poverty, which is a higher rate than most industrialized nations. Now in its ninth year, the Annual School Supply Drive is en route to hit the \$10 million-mark in total funds raised.

“Back-to-school is supposed to be a time of promise and excitement,” says Steve Matyas, president of Staples Canada. “We’ve always been in touch with the communities we serve, and we’ve determined that our stores, associates and customers are in a privileged position to help local families and children by partnering with charities that provide essential services such as school supplies to people who may need them. We’re honoured that Katy Perry is working with us to ‘Make Roar Happen’ for thousands of children north and south of the border.”

Children from the Boys and Girls Clubs of Canada and Breakfast Club of Canada attended the first two performances in Canada. Those are two of the more than 240 local charities that will receive funding and products to help fend off the tentacles of poverty from Canadian schools and classrooms.

“I’m glad to partner with Staples on my Prismatic World Tour to raise awareness and funds for students, and to remind my fans that a small gesture can make a large impact and help students reach their full potential,” says Katy Perry.

Staples’ Annual School Supply Drive launches officially at the national level on July 26 in participating Staples locations outside of Quebec as well as online at staples.ca/community and ends September 8. Staples’ program with Breakfast Club of Canada runs July 27 – September 3 and helps children who may arrive at school without having eaten.

Perry is featured in online and point of sale material throughout the country and will be featured in a series of 15 and 30-second [public service announcements](#) to help promote the drive.

For more information on the Staples School Supply Drive including a list of charities benefitting from the program, visit staples.ca/community. Fans can join and follow the conversation on twitter using the hashtag #makeroarhappen.

The PSA with Katy Perry, which will air across the country on designated television stations and websites, is available at <https://www.youtube.com/watch?v=7c0U34VRztE>.

About Staples Canada

Staples makes it easy to make more happen with more products and more ways to shop. Through its world-class retail, online and delivery capabilities, Staples lets customers shop however and whenever they want, whether it's in-store, online or on mobile devices. Staples offers more products than ever, such as technology, facilities and breakroom supplies, furniture, safety supplies, medical supplies, and Copy and Print services and, of course, school supplies. Headquartered outside of Boston with regional offices in Toronto, Laval and Vancouver, Staples operates throughout North and South America, Europe, Asia, Australia and New Zealand. More information about Staples (SPLS) is available at staples.ca.

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For more information please contact:

Alessandra Saccal, Head of Communications Canada, Staples Canada
905-737-1147 x 2363 / alessandra.saccal@staples.ca

Alina Chernin, Corporate Giving & Internal Communications Manager, Staples Canada
416-567-0562 / alina.chernin@staples.ca

Daniel Torchia
416-275-2151 / Daniel@torchiacom.com

