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**Pencils for Kids Launches Its Mission  
to Provide School Supplies to Children in Need**

LOS ANGELES, CA – MARCH 13, 2008 – Pencils for Kids, Inc., a new non-profit corporation, has announced the launch of its mission to help children around the world attend school by providing them with essential school supplies.

“It is my steadfast belief that every child deserves an education,” said Loretta Jitner, founder and president of Pencils for Kids, “and every child’s future begins with a pencil.”

Pencils for Kids will make its inaugural field trip in July to deliver 375 backpacks filled with school supplies to children at eight elementary schools in Bali. The organization has chosen Bali as its first destination because it is, in many ways, typical of places worldwide where children need assistance to go to school.

In Bali, children begin classes at age seven, and parents are required to purchase school uniforms and all school supplies. The government provides the school building, teacher and textbooks, but does not provide any pencils, crayons or paper. A school uniform is out of reach for many Balinese families at a cost of about \$10 in U.S. dollars – 25% of the average rural family’s monthly income.

The backpacks Pencils for Kids is donating will be loaded with such supplies as pencils, colored pencils, paper or notebooks, crayons, markers, erasers, a pencil sharpener, a ruler and a toothbrush. Each child also will receive a voucher good for one new school uniform.

The effort was inspired by a trip that Jitner, a Los Angeles advertising executive, took to Burma in 2007. A young girl approached her, asking for a pencil. Jitner later learned the girl needed the pencil to attend school. Jitner came home, determined to help others like that girl.

The trip to Bali is expected to be the first of many, both in Bali and elsewhere. “With more philanthropic support, we are planning to expand our mission,” said Jitner. “Gifts of any size will help make a difference in a child’s future.”

Although a new endeavor, the Los Angeles-based Pencils for Kids already has earned the partnership of other leading organizations. In Bali, it is collaborating with The Bali Children’s Project, which has been helping families with its educational initiatives for the past decade.

AsiaLuxe Holidays, the official tour operator for Pencils For Kids, will donate \$10 for every trip booked to Bali. The Nusa Dua Beach Hotel & Spa, the official hotel sponsor in Bali, is donating transport services, which will allow Pencils for Kids to reach schools in rural areas far from tourist destinations.

Pencils for Kids is a non-profit corporation, with 501c3 tax-exempt status pending. People who donate to the organization will receive letters confirming the approval of the 501c3 tax-exempt status.

To support Pencils for Kids or read more about its mission, visit [www.pencilsforkidsinc.com](http://www.pencilsforkidsinc.com)