



Building the bridge between parents and schools

FOR IMMEDIATE RELEASE

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TOP CONSUMER BRANDS GO 'BACK2SCHOOL' TO CONNECT DIRECTLY WITH MOMS WITH KIDS AGES 5 – 14 YEARS OLD

Industry leaders tap into parent-focused, through-school marketing program to cut through back-to-school marketing clutter

Wrentham, MA -- August 4, 2008 -- During the back-to-school marketing season, brands such as Chevrolet, Dole Fruit, Norton from Symantec, and Subway are connecting directly with a coveted demographic – parents of school-age kids - via School Family Media, Inc.'s Back2School 2008 program. Back2School 2008 is School Family Media's through-school, parent-focused marketing program encompassing print, online and back-to-school event sponsorship opportunities. Other Back2School 2008 sponsors include family-focused brands such as: Lowe's, Goldfish Crackers, Campbell's Soup, Office Depot, Lexmark and the American Association of Orthodontists.

Heightened sensitivity around marketing to kids has led some consumer companies to veer away from school-related marketing programs. Although the Back2School 2008 program is delivered through schools via PTO and PTA groups, it targets parents - not kids - and that appears to have been a key differentiator for participating companies.

"Back2School 2008 is a unique, highly-targeted vehicle for us to get our 'FRESH FIT FOR KIDS™' message in front of moms with school age kids in an uncluttered, relevant marketing environment," said Heather Pastir, Brand Manager - Kids & Family, Subway Franchisee Advertising Fund Trust (SFAFT). "We know that moms who are highly engaged with their kids' education are also likely to be seeking out better-for-you food options for their kids so it was a great fit for us."

A key component of the Back2School 2008 program is that participating brands receive category exclusivity across all program elements including print, online and event sampling.

“We’re thrilled to have such a great lineup of blue-chip, family-friendly brands as sponsors” said John Driscoll, VP of Sales and Business Development, School Family Media. “In the current climate, there appears to be a renewed emphasis and focus on targeting and reaching moms who today, perhaps more than ever, are the gatekeepers for a wide range of family purchases including everything from school supplies and groceries, to home furnishings and SUV’s”.

Please visit www.Back2School2008.com for more information.

ABOUT SCHOOL FAMILY MEDIA, INC.

Since 1999, School Family Media, Inc., through its PTO Today, Inc. property, has been connecting with PTO and PTA leaders and school families at every public and private K-8 school nationwide – more than 83,000+ schools - through its array of print, online and event school-family programs. School Family Media is focused exclusively on helping parents and schools help children succeed by promoting and enabling practical and meaningful parent involvement at school. School Family Media’s parent-focused, out-of-the-classroom programs, such as [School Family Nights](#), [Back2School](#) and now, [SchoolFamily.com](#), offer school families the widest possible range of opportunities and resources for strengthening the connection between the parent, student and school community. Learn more at www.schoolfamilymedia.com/solutions.

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