



KIMORA LEE SIMMONS HOSTS A “BACK TO SCHOOL GIVEAWAY” WITH BOYS & GIRLS CLUBS OF AMERICA, FAMILY DOLLAR AND CRAYOLA TO SUPPORT AND EMPOWER STUDENTS RETURNING TO SCHOOL

LOS ANGELES - (August 18, 2022) -- Kimora Lee Simmons and her lifestyle brands Baby Phat and Phat Farm have teamed up with Family Dollar, Boys & Girls Clubs of America and Crayola and hosted a “Back to School Giveback” event to celebrate this back-to-school season with local youth.

Held at **Boys & Girls Clubs of Carson**, the event included a Kids Zone offering kid-friendly activities including coloring, bubbles, face painting, balloon twisting, games like “Giant Jenga”, a live DJ and an Ice Cream Food Truck.

In support of Family Dollar’s partnership with Boys & Girls Clubs of America, Baby Phat, Phat Farm and Crayola have donated hundreds of thousands of dollars’ worth of school supplies including backpacks, stationery and art supplies to kids and teens at Boys & Girls Clubs of Carson, as well as Boys & Girls Clubs in the Atlanta and Southeast Virginia areas. These donations, along with Family Dollar’s commitment to donate \$1 Million to Boys & Girls Clubs of America and an in-store customer donation campaign, are aimed at empowering youth and strengthening communities during these uncertain times of financial hardship.

“As a mom, I feel the same rush of urgency to get my kids prepared to go back to school. But for some families it’s a bigger struggle to give your kids all the advantages you want to. We hope that outfitting kids with these essentials will help ease the burden for families, and give the kids the confidence and enthusiasm they deserve so they can head back to class in style,” said Kimora Lee Simmons

“We are honored to have the support of Family Dollar, Baby Phat, Phat Farm and Crayola to meet the needs of the community and prepare kids and teens for the best school year yet,” said Chad Royal-Pascoe, Senior Vice President of Corporate Cause & Events, Boys & Girls Clubs of America. “With rising school supply costs and limited resources for parents and educators, we are more grateful than ever to have Family Dollar’s partnership in helping young people succeed.”

“Boys & Girls Clubs of Carson is thrilled to be a part of this incredible partnership. This giveaway event not only outfits our youth in style, but it also demonstrates that all youth deserve the resources needed to succeed, despite their circumstances. Opportunities like this instill a sense of confidence in our youth, empowering them to achieve their full potential. We are incredibly

grateful to Kimora Lee Simmons, Baby Phat, Phat Farm, Family Dollar, Crayola and BGCA for stepping up for Los Angeles youth.” Kim Richards, CEO, BGCC.

“Family Dollar helps families do more by saving them money and time. We do that by offering great values and an easy shopping experience. In addition, we strive to support the communities in which our stores are located”, said Bonita Price, Senior Vice President of Merchandising, Family Dollar. “Our partnership with Boys & Girls Clubs of America is one of the most significant ways we support our communities during back-to-school season and year-round – and our work has even more impact when we are able to collaborate with iconic brands like Baby Phat, Phat Farm and Crayola,” said Bonita Price, Senior Vice President of Merchandising for Family Dollar

“At Crayola, we are all about kids and providing them with the highest quality products that inspire learning and creativity” says Nick Mastrone, SVP US Sales. “Providing the opportunity to create and color in partnership with Baby Phat, Phat Farm, Boys & Girls Clubs of America and Family Dollar enables kids to use their creative spirit and express themselves in all new ways.”

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About Kimora Lee Simmons:

Kimora Lee Simmons is an iconic and pioneering entrepreneur and philanthropist who has supported a range of causes and charities throughout her public life. In 2014, Simmons established a scholarship fund of \$1 million to provide scholarships to first-year students from under-represented populations. Money from the fund was dispersed between NYC’s Fashion Institute of Technology (FIT), Los Angeles’s Fashion Institute of Design and Marketing (FIDM), and the Rush Philanthropic Arts Foundation. She has also partnered with non-profit group The Unmentionables, which offers sexual and reproductive health resources to forcibly displaced individuals and communities worldwide. In 2017, Simmons and her family traveled with the organization to Texas to help with relief efforts following the devastation of Hurricane Harvey.

About Baby Phat and Phat Farm:

The Phat Fashions story began in 1992 with the debut of urban menswear brand Phat Farm – a disruptive interpretation of menswear aimed at targeting a consumer who had been left out of the conversation of cultural currency relative to fashion. Similarly, launched with a simple baby tee in 1999, Baby Phat would quickly change the landscape of women’s fashion. Today, both brands remain streetwear-focused and inspired; and celebrate the culture while delivering the look and lifestyle of luxury. With Kimora Lee Simmons now at the helm as CEO and Creative Director, both Phat Farm and Baby Phat remain a pioneering force that has come to define an entire era of pop culture. To learn more visit BabyPhat.com and PhatFarm.com.

About Boys & Girls Clubs of Carson:

Boys & Girls Clubs of Carson Since 1992, Boys & Girls Clubs of Carson has empowered all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. The Club creates a safe, engaging, and equitable space for over 6,500 children and teens in the greater Los Angeles South Bay communities of Carson, Watts, Gardena, and Greater South Bay. Boys & Girls Clubs of Carson provides support and guidance to empower leaders of tomorrow through educational programming focused on good character and citizenship, healthy lifestyles, and academic and career success. For more information, visit www.bgccarson.org

About Family Dollar:

Family Dollar is part of Dollar Tree, Inc., a Fortune 200 Company operating 16,162 stores across 48 states and five Canadian provinces as of April 30, 2022. Stores operate under the brands of Dollar Tree, Family Dollar, and Dollar Tree Canada. To learn more about the Company, visit www.FamilyDollar.com and www.DollarTree.com.

About Crayola:

Crayola LLC, based in Easton, Pa. and a subsidiary of Hallmark Cards, Incorporated, is the worldwide leader in children's creative expression products. Known for the iconic Crayola Crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers. For more information visit www.crayola.com or join the community at www.facebook.com/crayola.