



**FOR IMMEDIATE RELEASE**

**Target donates \$3 million worth of decorated holiday trees  
to families in need through United Way**

**Alexandria, VA (December 11, 2007)** – In December, 1,591 Target Stores will donate more than 4,500 decorated holiday trees to 1,300 local United Ways nationwide who will deliver the trees to families in need as well as to partners such as shelters and community centers who care for children.

“Target is one of United Way’s strongest community partners,” said United Way of America President and CEO Brian Gallagher. “Through Target’s ‘Share a Tree’ program, we can give the gift of joy this holiday season to families across the country. Thank you to Target and all its employees for this very generous gift and their incredible support of communities throughout the year.”

This is the 17th consecutive year Target has donated artificial holiday trees to local community partners and families in need. In past years, United Way volunteers have delivered Target’s trees to various nonprofit agencies and families including women’s shelters and those displaced by Hurricane Katrina. In addition to the trees, Target gave nearly \$12 million to communities across the country through United Way in 2006 alone.

“Target has a long-standing commitment to support the communities we serve through our giving programs,” said Laysha Ward, vice president, community relations, Target. “We know a Christmas tree is a gathering place for celebration and represents generations of traditions, stories and fond memories. Through our ongoing partnership with United Way

and the “Share-a-Tree” program, we are proud to help make the holidays brighter for thousands of families.”

One volunteer who distributed trees through **United Way for Southeastern Michigan** in Detroit said, “My coworker and I delivered the trees and put them up...the little children were so very happy. I personally felt like I was in the movie ‘Miracle on 34th Street’ opening the kids’ eyes to Christmas...Thanks!”

According to **Greater Twin Cities United Way in Minneapolis**, one woman who received a tree last year had two young children and was not able to receive cash benefits/food stamps from the county. The woman asked if there were any resources to find a Christmas tree and was able to get one of the fabulous trees from Target. It was a Hallmark moment. The tree was decorated with wonderful, sparkling ornaments. The woman was so happy, she cried when she saw the tree and was so thankful to Target for thinking of families in need. She left her tree up until March because she loved it so much.

Last year, **United Way of the Bay Area in San Francisco** gave eight of the donated Target trees to the Lincoln Child Center which helps abused and neglected children. Families that would not have otherwise had trees found themselves with fully decorated, gorgeous trees just in time for Christmas. This enabled them to save their money for necessities or holiday gifts for their children.

**United Way of Metropolitan Chicago** worked with Target to arrange for the delivery of 80 trees to brighten people’s holidays. One partner they worked with was Alisha Medina, Member Relations Director for the Rauner Family YMCA, who received three trees through the Target Share-a-Tree Program. The trees allowed her to promote quality family time at the YMCA for low-income working parents and their children. “When we received our trees, we set up a crafts table by them, and families could come in and create ornaments together,” Medina said. “It was very interactive, and it gave us an opportunity to give parents who can get so busy working and then handling things at home a moment to sit down with their children to do something special during the holidays.”

**About United Way**

United Way is a national network of nearly 1,300 local organizations that work to advance the common good by creating lasting positive changes in communities and people's lives. United Way of America is the national organization dedicated to leading the United Way movement. Local United Ways address the underlying causes of the most significant local issues, and common focus areas include helping children and youth succeed, promoting financial stability, and improving access to health care. For more information about United Way, please visit: [www.unitedway.org](http://www.unitedway.org).

### **About Target**

Minneapolis-based Target serves guests at 1,591 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

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**Accompanying photo caption:** Target is donating 4,500 holiday trees to local families nationwide through a partnership with United Way.

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