

THE RITE AID FOUNDATION DESIGNATES CROSSROADS CENTER FOR CHILDREN A KIDCENTS CHARITY

Schenectady, N.Y. 1/22/2020 – The Rite Aid Foundation has selected Crossroads Center for Children to participate in its 2020 KidCents program, which annually supports a select group of nonprofit, kid-focused organizations committed to improving the health and wellbeing of children living in the communities Rite Aid serves.

“Crossroads is delighted to be included in this program again this year. Being a KidCents participant means funding and visibility that helps our organization to help children with and without developmental special needs to learn skills which are essential for their success in life.” Kelly Young, Executive Director

In addition to being selected as a KidCents charity, Crossroads Center for Children will receive a \$5,000 grant, which will be used towards START SMART, and upgrading our Technology. We are in the process of finalizing plans to update and upgrade to an online server, and \$5,000 will help tremendously towards this urgent need.

Learn more about this program here: <http://crossroadcenter.org/start-smart/>

The Rite Aid Foundation has supported Crossroads Center for Children since 2015. Year after year we have received wonderful help from the KidCents program; their grants have helped the school purchase library shelving, partitions for our cafeteria and gym spaces, and pay for supplies needed for working with the children here. Through communications such as our new employee training, on our website and Facebook page, we encourage all of our employees and our students’ families to enroll in the KidCents and round up whenever they shop at Rite Aid.

The Rite Aid Foundation welcomed a total of 481 nonprofits to its 2020 KidCents class – its largest class ever. Crossroads is proud to be one of them!

The number of KidCents charities has more than doubled since the program’s inception in 2014, when 204 nonprofits comprised the inaugural class. Over seven years, The Rite Aid Foundation has contributed a total of more than \$34 million to KidCents charities across the country, thanks to members of Rite Aid’s loyalty program, **wellness+ rewards**, rounding up their in-store or online purchases to donate to KidCents.

“More than 3 million Rite Aid customers actively choose to make meaningful contributions to help children in their communities through KidCents. The program’s growth is a testament to their generosity and commitment to building safer, stronger and more supportive communities for youth across the country,” said Jessica Kazmaier, president of The Rite Aid Foundation and Rite Aid chief human resources officer. “The 2020 KidCents class has the opportunity to prove that change adds up exponentially, and we look forward to helping them achieve their goal of giving kids better lives and brighter futures.”

For a full list of KidCents charities and to learn more about how Rite Aid’s **wellness+ rewards** members can support charities in their own communities, please visit www.kidcents.com.

About Crossroads Center for Children

Founded in 1998 to serve 5 young children diagnosed with autism whose school districts had no appropriate programs for, Crossroads Center for Children has expanded in size and scope to meet growing needs in our community. The school, formerly located in Glenville, NY, now is placed in Schenectady. Children from all over the region come to Crossroads to receive excellent services. Students range in age from as young as 18 months to 12 years old, and are enrolled in full-day and full-year preschool and school-age classrooms. The mission at Crossroads is to prepare individuals with and without developmental disabilities for life success within their family and community. Services are embedded in a fundamental approach of applied behavior analysis (ABA), which is demonstrated through scientific research to be highly effective for students with autism and other diagnoses with special behavioral needs. In addition to specialized education services, Crossroads also provides nursery and day care services for youngsters with general education needs. All preschool classrooms except for the youngest one are integrated with children with special and general learning needs, making these classrooms rich in diversity and learning opportunities.

About The Rite Aid Foundation

Since its inception in 2001, The Rite Aid Foundation has awarded more than \$68 million to nonprofit organizations. Additionally, Rite Aid, through the efforts of its customers, supplier partners and associates, has also raised more than \$92 million for Children's Miracle Network Hospitals across the country since 1994.

About the KidCents Program

Through the KidCents program, which is The Rite Aid Foundation's charitable giving program dedicated to improving the health and wellbeing of children living in the communities Rite Aid services, members of Rite Aid's loyalty program, **wellness+ rewards**, can round up their in-store or online purchases to the nearest dollar and donate their change to KidCents. Members can also choose to direct their change to a specific KidCents charity by visiting www.kidcents.com. For more information, visit www.kidcents.com.

About Rite Aid Corporation

Rite Aid Corporation is on the front lines of delivering health care services and retail products to over 1.6 million Americans daily. Our pharmacists are uniquely positioned to engage with customers and improve their health outcomes. We provide an array of whole being health products and services for the entire family through over 2,400 retail pharmacy locations across 18 states. Through EnvisionRxOptions, we also deliver pharmacy benefit management to approximately 1,900 clients and 3.4 million members. For more information, visit www.riteaid.com.

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