

# NEWS RELEASE

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## **SUPERCOUPS DONATES \$600K FOR ALEX'S LEMONADE STAND FOUNDATION**

*Two-year campaign value totals \$1.3M*

EAST TAUNTON, Mass. (September 3, 2008): SuperCoups, a leading nationwide direct mail coupon franchisor since 1982, announced it is donating a value of \$600,000 in free advertising for SuperCoups' 2008 promotional campaign to benefit Alex's Lemonade Stand Foundation for childhood cancer.

For the second consecutive year, SuperCoups has chosen Alex's Lemonade Stand Foundation as the recipient of its annual charitable giving campaign. This year's campaign, entitled, "When Life Gives You Lemons, You Win," began in April 2008 and runs through November 2008. SuperCoups produced a full-color 'Lucky Lemon instant win' ticket insert and back-of-envelope ad, reaching approximately 40 million homes in 17 states throughout the U.S. The value of this two-year outreach totals over \$1.3 million dollars.

"Our franchisees requested that we partner again with Alex's based on the success of last year's charitable campaign", states Jennifer Byrne, SuperCoups marketing and franchise licensing sales manager. "We're hoping the awareness

through our SuperCoups' campaign will bring in donations and encourage lemonade stands to support the Foundation's childhood cancer research."

Jay Scott, Alex's father and executive director of the Foundation, states, "The enthusiastic efforts of SuperCoups, its franchisees and advertisers across the U.S. really help to spread the word about our organization as well as to raise much-needed funds. We're looking forward to continuing to move towards our goal of finding a cure for pediatric cancer patients."

Established in 1982, SuperCoups mails over 1.3 billion local savings coupons in 64 million bright yellow and blue envelopes to consumers throughout 17 U.S. states. For more information about SuperCoups' When Life Gives You Lemons, You Win campaign, contact Jennifer Byrne, SuperCoups marketing and franchise licensing sales manager, at (508) 977-2010 or visit [www.supercoups.com](http://www.supercoups.com). For more information on SuperCoups' support of the Alex's Lemonade Stand Foundation campaign, visit [www.supercoups.com/alex](http://www.supercoups.com/alex).

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**About SuperCoups:**

*SuperCoups, a Valassis company, is a leading direct mail franchisor throughout the United States. Since 1982, SuperCoups has delivered local savings coupons to consumers. Currently, the company mails over 1.3 billion offers in 64 million envelopes to 17 U.S. states. Franchisees are professionally trained to assist advertisers in developing effective offers and campaigns to maximize sales results and growth. SuperCoups is headquartered in a state-of-the-art 62,000 s/f facility at 350 Revolutionary Drive in East Taunton, MA 02718. Phone: (508) 977-2000; Web: [www.supercoups.com](http://www.supercoups.com).*

**About Valassis:**

*Valassis is the nation's leading marketing services company, offering unparalleled reach and scale to more than 15,000 advertisers. Its RedPlum portfolio delivers value on a weekly basis to over 100 million shoppers across a multi-media platform – in-home, in-*

store and in-motion. Through its newest offering – [redplum.com](http://www.redplum.com) – consumers will find compelling national and local deals online. Headquartered in Livonia, Michigan with approximately 7,000 associates in 29 states and nine countries, Valassis is widely recognized for its associate and corporate citizenship programs, including its America's Looking for Its Missing Children® program. Valassis companies include Valassis Direct Mail, Inc., Valassis Canada, Promotion Watch, Valassis Relationship Marketing Systems, LLC and NCH Marketing Services, Inc. For more information, visit <http://www.valassis.com> or <http://www.redplum.com>.

**About Alex's Lemonade:**

[Alex's Lemonade Stand Foundation](http://www.AlexsLemonade.org) (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). At the age of 4, Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of volunteers across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$18 million towards fulfilling Alex's dream of finding a cure, funding over 50 research projects nationally. For more information on Alex's Lemonade Stand Foundation, visit [www.AlexsLemonade.org](http://www.AlexsLemonade.org)