



BIC DONATES PENS AND PENCILS TO STUDENTS IN NEED THROUGH ITS FIGHT FOR YOUR WRITE MISSION

January 25, 2015 - In only a few months, BIC's "Fight for Your Write" mission has placed 100,000 pens and pencils into the hands of students in need.

As a leading manufacturer of writing instruments, BIC introduced Fight for Your Write in late 2014 to energize parents and educators about the importance of writing and its continued benefits for children. As a part of the initiative, BIC partnered with AdoptAClassroom.org, a not-for-profit organization with the mission to increase student success by empowering teachers and providing them with resources for their classrooms.

"The goal of Fight for Your Write is to celebrate writing and its benefits for students," said Susan Lanzarotto, director – stationery marketing, BIC Consumer Products USA. "Not only do we want to encourage students to write, but we also want to help ensure that they have the resources they need to be successful."

When consumers visited www.BICFightForYourWrite.com, they were invited to sign a petition to encourage writing and in return for each signature, BIC donated one pen or pencil to a child in need in school districts that were identified by AdoptAClassroom.org. On the website, consumers can also find information about the importance of writing and ideas and activities to encourage students to write more.

"At AdoptAClassroom.org, we want to make sure that no child goes to school empty-handed. That begins with writing tools. We're thrilled to help BIC put pens and pencils into the hands of kids who will use them to continue learning," said Bob Thacker, executive director, AdoptAClassroom.org.

"We are just starting this effort, and are excited to see Fight for Your Write evolve and grow in the coming years," added Lanzarotto.

The Fight for Your Write mission will continue to collect signatures, and will strive to inspire students, parents and educators alike in 2015 and beyond.

For more information, and to join the Fight for Your Write movement, visit www.BICFightForYourWrite.com.

About BIC Consumer Products USA:

BIC Consumer Products USA (www.bicworldusa.com) is a leading manufacturer of stationery products, lighters and shavers. Since its founding more than 50 years ago, BIC has honored the tradition of providing high-quality, affordable products that are accessible to all. Through this unwavering dedication, BIC has become one of the most recognized brands in the world today, delivering "More for your money...Always!®"

About AdoptAClassroom.org:

AdoptAClassroom.org is a national 501(c)(3) nonprofit organization dedicated to giving teachers a hand through the provision of essential classroom supplies so that students can succeed. Many teachers spend as much as \$1,000 annually of their own money to equip their classrooms. Since 1998, AdoptAClassroom.org has raised over \$20 million to benefit classrooms across America.