



**MADISON SQUARE
BOYS & GIRLS CLUB**



TARGET®

**MADISON SQUARE BOYS & GIRLS CLUB AWARDED YOUTH WELLNESS GRANT
BY TARGET TO SUPPORT TRIPLE PLAY AND HEALTHY FOOD DISTRIBUTION
PROGRAM**

New York, New York – June 29, 2016 – Today, Madison Square Boys & Girls Club announced it has been awarded a grant from Target Corporation (NYSE: TGT) for \$125,000 as part of Target’s ongoing youth wellness efforts.

Since 1884, Madison Square Boys & Girls Club has provided targeted programs to young people who need it most. Every day after school and in the summer, Madison provides a fun, educational environment for 5,000 New York City Youth ages 6-18 from low-income neighborhoods. The positive, enriching Club experience helps each member make progress towards achieving Academic Success, practicing Good Character & Citizenship, and adopting a Healthy Lifestyle.

Madison’s Healthy Lifestyles program encourages members to eat a healthy diet, practice positive lifestyle choices, and make a lifelong commitment to fitness. This new grant through Target will allow Madison to not only enhance the Triple Play program, which advocates mind, body, and soul awareness, but will also allow for additional incentives to educate both youth and their families on the importance of a healthy lifestyle. Triple Play encourages healthy eating and active living and with the new food distribution program, Madison will be increasing its reach beyond the Clubhouse walls and extending into the home.

“We are thrilled to be partnering with Target as we strive to ensure our members and their families are adopting Healthy Lifestyles.” says Joe Patuleia, Madison’s Executive Director. “It is so wonderful of Target to be giving back to our communities in Brooklyn and the Bronx and making a direct impact on the health and wellness of our members through increased access to healthy food choices.”

“At Target, we are committed to helping make wellness a way of life for our team members, guests and communities,” said Laysha Ward, chief corporate social responsibility officer, Target. “That’s why we are excited to partner with an impressive array of organizations who are already doing such important work to make an impact in the wellness space. Together, we will help remove barriers to wellness in our communities, working to increase the consumption of nutrient-dense food and physical activity of kids and families across the country.”

The grant is part of Target's ongoing efforts to help make wellness more affordable, accessible and inspirational for its team members, guests and communities. Target also is partnering closely with local leaders and organizations in communities around the country who are experts in youth wellness and actively working to close the wellness gap for children. These efforts are part of Target's long history of giving 5 percent of its profit to communities, which today equals more than \$4 million every week.

About Madison Square Boys & Girls Club

Madison Square Boys & Girls Club: Since 1884, Madison has been saving and enhancing the lives of youth by providing youth development services for children in New York City's most disadvantaged communities. Programs are engineered to empower each member to achieve three priority outcomes: Academic Success, Good Character & Citizenship, and the adoption of a Healthy Lifestyle. Every day, Madison provides thousands of children with a safe and positive environment, one where fun is encouraged and positive role models are plentiful. A founding member of Boys & Girls Clubs of America, Madison currently serves more than 5,000 youth, ages 6 to 18, at four Clubhouses throughout Brooklyn and the Bronx. www.madisonsquare.org

About Target

Minneapolis-based Target Corporation (NYSE: TGT) serves guests at 1,792 stores and at Target.com. Since 1946, Target has given 5 percent of its profit to communities, which today equals more than \$4 million a week. For more information, visit Target.com/Pressroom. For a behind-the-scenes look at Target, visit Target.com/abullseyeview or follow @TargetNews on Twitter.

Contacts

Madison Square Boys & Girls Club
Christa McCarthy-Miller
Director of Marketing and Communications
cmccarthy-miller@madisonsquare.org
212.760.9600 ext.0211

Target Corporation
Jessica Stevens, Communications, (612) 761-6351
Target Media Hotline, (612) 696-3400

###