

Plymouth Rock Assurance Delivered Backpacks Filled With School Supplies to South End Boston School Through National Nonprofit Kids in Need Foundation

BOSTON, Jan. 14 /CSRwire/ - Today, more than 600 students at the Blackstone Innovation school in Boston's South End neighborhood received backpacks filled with school supplies from volunteers at Plymouth Rock Assurance, a leading automobile insurance carrier serving Connecticut, Massachusetts and New Hampshire, through CBS EcoMedia's EducationAd program.

Through its relationship with the Kids in Need Foundation, Plymouth Rock Assurance's financial support provided approximately 625 backpacks filled with essential school supplies, including folders, notebooks, pens and pencils, scissors, glue sticks, etc., for Blackstone Innovation School students. The Kids in Need Foundation's School Ready Supplies program is part of the organization's mission to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need.

Today, a team of Plymouth Rock Assurance employees and their beloved mascot, Otto, volunteered to hand out the backpacks and school supplies classroom-by-classroom.

"Plymouth Rock is always looking for ways to give back to our local communities," said Chris Olie, President and CEO of Plymouth Rock Assurance. "Organizations like the Kids in Need Foundation fit perfectly with our desire to contribute to the communities in which we live and work. Handing out backpacks at the Blackstone School is great way for us to make a small difference in the lives of some local students and we're grateful for the opportunity to work with Kids in Need and CBS EcoMedia."

"Nothing is more important to us than to break down the barrier of not having school supplies for kids who need them. EcoMedia and Plymouth Rock Assurance are helping us do this," said Dave Smith, executive director of the Kids In Need Foundation. "With this support, students can function in their classrooms and get their work done. Learning opportunities are much more meaningful when students do not have to worry about having pencils, paper, crayons, glue, and all the other supplies kids use every day to express themselves and respond to classroom challenges. Partners such as EcoMedia and Plymouth Assurance make it possible for the Kids In Need Foundation to support the learning process."

About Plymouth Rock Assurance Corporation

Headquartered in Boston, Plymouth Rock Assurance is a leading auto insurance carrier serving Massachusetts, Connecticut and New Hampshire. Plymouth Rock Assurance has an "A-/Excellent" rating from A.M. best, the insurance industry's premier independent rating service. It is part of the Plymouth Rock Group of Companies, which together write and manage over \$1 billion in auto and home insurance in the Northeast. Massachusetts and Connecticut auto policies are underwritten by Plymouth Rock Assurance Corporation and New Hampshire auto policies are underwritten by Mt. Washington Assurance Corporation. Each of the Plymouth Rock companies is financially responsible for its own insurance products. Actual coverage is subject to the language of the policies as issued by each separate company. For more details and to find a Plymouth Rock independent agent, visit plymouthrock.com.

About the Kids in Need Foundation

The Kids In Need Foundation's mission is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The Kids In Need Foundation has distributed more than \$700 million in school supplies since its founding, directly benefiting 4.2 million students and more than 120,000 teachers annually. We are a national 501(c)(3) charitable organization founded in 1995. For more information, visit kinf.org, and join us at twitter.com/kidsinneed & facebook.com/kidsinneed.

About CBS EcoMedia Inc.

EcoMedia was founded in 2002 by social entrepreneur Paul Polizzotto. The company's mission is to harness the power of the advertising dollar to make tangible, quality of life improvements in communities nationwide. In 2010, after successfully partnering on a wide range of environmental projects, EcoMedia was acquired by CBS Corporation, exponentially scaling its reach across television, radio, interactive and publishing media.

Through EcoMedia's patent-pending EcoAd, as well as EducationAd, WellnessAd, Viewers to Volunteers and Volunteering with the Stars advertising programs, national brands and local businesses provide millions of dollars in financial support to some of the nation's most effective nonprofit organizations, funding critical veterans', education, health and wellness, and environmental projects nationwide.

EcoMedia's innovative and proprietary business model has fundamentally altered the advertising and nonprofit landscapes, elevating the ordinary, traditional commercial – and media, in general – into a catalyst for tangible, quantifiable social change.

EcoMedia has earned numerous awards and recognitions for its work, including the U.S. Conference of Mayors Award for Excellence in Public Private Partnerships (2009), Edison Awards for Social Innovation and Social Impact (2012, 2013), and the Starlight Children's Foundation's "General H. Norman Schwarzkopf Leadership Award," which honors individual and organizational leaders who are doing extraordinary work to advance the common good and strengthen their communities.

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By participating in EcoMedia's EcoAd, WellnessAd, EducationAd, and Viewers to Volunteers advertising programs, EcoMedia's advertisers agree to provide funding for projects we believe will have a beneficial effect upon the environment, health and/or education within local communities. EcoMedia's advertising programs are not certification programs nor are the EcoAd, WellnessAd or EducationAd logos seals of approval. EcoMedia does not in any way certify, endorse or make any representations about EcoMedia program advertisers, their products or services.

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