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**REED ACADEMY AWARDED \$25,000 GRANT FROM THE  
TOYS“R”US CHILDREN’S FUND**

*Toys“R”Us Children’s Fund Grant is Part of \$1 Million New Jersey Initiative to Benefit  
Nonprofit Organizations Supporting Children in the State*

**Oakland, NJ (October 27, 2011)** – REED Academy has been awarded a \$25,000 grant from the Toys“R”Us Children’s Fund through its 2011 New Jersey grant initiative. The one-time grants were given by the Fund to alleviate economic challenges and sustain organizations that favorably impact children across New Jersey. REED Academy was one of 54 organizations selected from a pool of more than 500 proposals from charities requesting funding from across the state.

“Children and adolescents with autism often have severely restricted language abilities, a tendency to wander away from home or school and great difficulty recognizing dangerous situations, which is why REED Academy has begun to develop a comprehensive safety curriculum to teach our students how to remain safe and better equip them to be as independent in the community as possible,” said Dr. Todd Eachus, Executive Director at REED Academy. “Thanks to the generous grant from Toys R Us, the REED community will be able to continue their great work teaching our students how to be as independent as possible in the community.”

REED Academy is a private nonprofit school for children between the ages of 3 to 21 with autism spectrum disorders. REED stands for Resources for Effective Educational Development, which means that the staff is committed to providing children with a highly individualized and specialized educational program that incorporates science-based, applied behavioral analytic intervention technologies. The goal for the children is to maximize each student’s potential. By focusing on their strengths and abilities, Reed Academy strives to equip them to function to the highest level possible, ultimately providing them with their greatest attainable level of success for independence. Wherever possible, the organization prepares the students to be mainstreamed in to a regular education classroom in their home school district.

“Of the many proposals we received, REED Academy demonstrated a distinctive commitment to supporting children in New Jersey,” said Kathleen Waugh, Chairman, Toys“R”Us Children’s Fund. “With additional support from the Toys“R”Us Children’s Fund this year, we hope that the impact of its meaningful work will be even greater to further our collective efforts in our state to keep kids safe and help them in times of need.”

Grants will support a wide array of unique programs and services aligned with the Toys“R”Us Children’s Fund mission of keeping children safe and helping them in times of need. Funding was awarded to nonprofit organizations that demonstrated an immediate and specific need and directly impacted children in the state. Kids in each of New Jersey’s 21 counties will benefit from the impact of the grant initiative through community-based and statewide charities. The \$25,000 grant for REED Academy was earmarked to support a comprehensive safety program for the students at REED. The funding will be used to ensure that all students at REED are prepared to remain safe as they navigate their community. To view the complete list of recipients, please visit: [Toysrusinc.com/charitable-giving/2011NJGrants](http://Toysrusinc.com/charitable-giving/2011NJGrants)

Toys“R”Us, Inc. has a long history of giving back to the communities it serves by keeping kids safe and helping them in times of need. The company and the Toys“R”Us Children’s Fund together have given hundreds of thousands of dollars in product donations and monetary grants annually to a wide range of nonprofit organizations in New Jersey. For 38 years, Toys“R”Us, Inc. has been based in New Jersey with more than 4,500 employees across more than 45 stores, regional offices, the corporate headquarters and the company’s largest retail distribution center in the country. For more information about Toys“R”Us, Inc. charitable giving and the Toys“R”Us Children’s Fund, please visit [Toysrusinc.com/charitable-giving](http://Toysrusinc.com/charitable-giving).

### **About the Toys“R”Us Children’s Fund**

The Toys“R”Us Children’s Fund is a public charity affiliated with Toys“R”Us, Inc., a company that unabashedly declares “We love kids!” The core mission of the Toys“R”Us Children’s Fund is to keep children safe and help them in times of need. Since it was founded in 1992, the Toys“R”Us Children’s Fund has contributed millions of dollars to qualified organizations that support that mission, including those providing disaster relief to children and families who are victims of large-scale crises. The Toys“R”Us Children’s Fund also provides grants to leading organizations that support children with special needs. Primary fundraising activities include the annual Toys“R”Us Children’s Fund Gala, a private, invitation-only event that showcases the work of the Fund and raises money to support its many beneficiaries. This annual benefit has raised more than \$95 million since its inception in 1985 and is one of the largest single-night fundraising events held in New York City.

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### **Toys“R”Us Children’s Fund 2011 New Jersey Grant Initiative**

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REED Academy has been awarded a \$25,000 grant from the Toys“R”Us Children’s Fund through its 2011 New Jersey grant initiative. The grant, which aligns with the Children’s Fund

mission of keeping kids safe and helping them in times of need, will support REED Academy's comprehensive safety program for the students at REED in Oakland, New Jersey. Selected from a pool of more than 500 proposals, REED Academy demonstrated a distinctive commitment to supporting children in New Jersey and was one of 54 charities to receive funding from the \$1 million initiative, which was announced by the Fund in March 2011.

**Toys“R”Us Children’s Fund 2011 New Jersey Grant Initiative**

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REED Academy was selected by the Toys“R”Us Children’s Fund to receive a \$25,000 grant through its 2011 New Jersey grant initiative. The grant will help support our comprehensive safety program for the students at REED in Oakland, New Jersey! Thank you, [Toys“R”Us!](#)