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Target and The Heart of America Foundation Announce Lincoln Elementary School as One of 42 Nationwide to Receive a Renovated Library
Lincoln was selected to receive a library makeover as part of the expanded 2011 Target School Library Makeover program

WATERLOO, IA (May 26, 2011) –Earlier this week, [Target Corp.](#)[®] (NYSE:TGT) and [The Heart of America Foundation](#)[®] announced that Lincoln Elementary School in Waterloo, IA will be one of 42 schools to receive a renovated library as part of the 2011 Target School Library Makeover program. The formal announcement was part of an event in Washington D.C. at the Library of Congress, which brought together school principals from the 42 schools, education experts and elected officials to discuss the importance of reading proficiently by the end of the third grade.

“This new library is a gift that satisfies an enormous educational need in our school, and we are thankful to Target and The Heart of America Foundation for providing us with this new space,” said Stephanie Mohorne, principal, Lincoln Elementary School. “Reading is so important in laying the foundation for a successful academic career, and this library will help us make reading a fun part of our students’ lives.”

The Target School Library Makeover program is just one example of how the company is making an impact in local communities and helping to foster a love of reading among children. By designing inspiring spaces where students can learn, and putting more books into

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their hands, Target hopes to reinforce the important role reading plays in shaping a child's future.

“At Target, we understand that learning to read proficiently by the end of third grade is a critical milestone on the path to graduation, which is why we have chosen to expand the Target School Library Makeover program and renovate even more libraries this year,” said Laysha Ward, president of community relations, Target and Target Foundation. “By providing 42 schools with new libraries in 2011, our hope is to make reading fun for students and ignite a love of learning, and also reinforce the important role reading plays in laying the foundation for a child's future academic success.”

Over the next few months, the Lincoln Elementary library will undergo a redesign and renovation process led by Target and The Heart of America Foundation. The finished product, which will include eco-friendly design elements, technology upgrades, as well as new books, furniture, carpet and shelves, will be revealed this fall to teachers, staff, students and parents. As part of the library makeover festivities, Target will also incorporate a Target Meals for MindsSM school-based food pantry, which will allow the families of Lincoln Elementary to choose from a variety of staple foods and fresh produce to take home.

“The library is not only a place where children can learn to read, but it is also the heart of the school for the entire community,” said Angie Halamandaris, president and co-founder of The Heart of America Foundation. “By partnering with Target to renovate 42 school libraries this year, we hope to make a difference by giving children the tools they need to read and creating an inviting learning space for parents and family members to learn together.”

Since the Target School Library Makeover program's inception in 2007, Target has donated tens of thousands of volunteer hours to transform school libraries across the country. Through programs like this one, Target is on track to reach a total of \$1 billion in giving to education, with a focus on reading, by the end of 2015.

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About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,755 stores in 49 states nationwide and at Target.com. In addition, the company operates a credit card segment that offers branded proprietary credit card products. Since 1946, Target has given 5 percent of its income through community grants and programs; today, that giving equals more than \$3 million a week. For more information about Target's commitment to corporate responsibility, visit Target.com/hereforgood.

About The Heart of America Foundation

The Heart of America Foundation (<http://www.heartofamerica.org>), a national nonprofit organization headquartered in Washington, D.C., uniquely combines volunteerism and literacy. The organization's focus is to provide children in-need with the tools to read, succeed and make a difference. The Heart of America Foundation puts books into the hands of children who need them the most, while transforming school libraries in underserved communities into vital and vibrant centers of learning that become the heart of the schools. Since 1997, the organization has provided children living in poverty with over 2 million library and take-home books, and has engaged volunteers in more than 1 million hours of service to the community.

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