



FOR IMMEDIATE RELEASE



SHARPIE AND PAPER MATE AND BOYS & GIRLS CLUB OF BENTON COUNTY PRESENT FALLOWEEN: LET'S GET CREATIVE AS PART OF A THREE-YEAR PARTNERSHIP TO SUPPORT BOYS & GIRLS CLUBS' ARTS AND EDUCATION PROGRAMS

Bentonville, AR – Monday, October 28, 2024 – Sharpie and Paper Mate and the Boys & Girls Club of Benton County are excited to host Falloween: Let's Get Creative, a festive event combining art, creativity, and the Halloween spirit, taking place at the Bentonville Boys & Girls Club on Tuesday, October 29th. This fun-filled event is part of a three-year, \$1 million partnership between Newell Brands' Sharpie and Paper Mate brands and the Boys & Girls Clubs of America, aimed at enhancing youth arts programming nationwide.

The donation is comprised of monetary support and product donations and will be allocated to national efforts with an emphasis on select local events. The brands will host arts programming events annually for three years in Bentonville and other local locations where Newell has an office. The partnership underscores Sharpie's and Paper Mate's commitment to democratizing creative expression and serving the communities in which they operate. Sharpie and Paper Mate also served as a Boys and Girls Club Back-to-School partner, providing essential school supplies so students can thrive in and out of the classroom. In addition, the brands acted as a Gold Sponsor at the Boys and Girls Club's National Keystone Conference in July. Nearly 1,500 teens and advisors attended this three-day event. Sharpie Creative Markers were at the forefront of a "Sip and Create" experience for the attendees, and Newell Brands was an exhibitor at their College & Career Expo. Newell Brands expects this partnership to make a positive impact nationally.

This event, as well as Sharpie and Paper Mate's nationwide Let's Get Creative campaign, encourages creativity and self-expression and celebrates the release of Sharpie Creative Markers and Paper Mate InkJoy Gel Bright! Pens.

"We are thrilled to be hosting this Halloween-themed event and bringing creativity and fun to the Bentonville community," said Kari Fletcher, Interim CEO of Boys and Girls Club of Benton County. "The support we've received from Sharpie and Paper Mate is incredible, and we're excited to continue this partnership to benefit our club members."

About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid, Sharpie, Graco, Coleman, Rubbermaid Commercial Products, Yankee Candle, Paper Mate, FoodSaver, DYMO, EXPO, Elmer's, Oster, NUK, Spontex and Campingaz. Newell Brands is focused on delighting consumers by lighting up everyday moments.

About Boys & Girls Club of Benton County

The Boys & Girls Club of Benton County's mission is to inspire & enable all young people, especially those who need us the most, to reach their full potential as productive, responsible, and caring citizens.

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