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## **MATTEL CHILDREN'S FOUNDATION AWARDS DOMESTIC GRANTS TO 37 NONPROFIT ORGANIZATIONS FOR 2006**

*California Governor's Council on Physical Fitness  
and Sports Recognizes Mattel Program*

**El Segundo, Calif., September 15, 2006** - The Mattel Children's Foundation today announced the recipients of its domestic grants for 2006. Thirty-seven nonprofit organizations directly serving children in need in 21 states will receive \$400,000 in total grants funded by the Foundation. Grants range from \$2,500 to \$25,000, with an average grant amount of approximately \$10,000 per organization.

These grants follow recognition earlier this week by the California Governor's Council on Physical Fitness and Sports honoring Mattel's efforts to promote active play and well-being among California's children, and in particular the company's partnership with Special Olympics.

"The Mattel Children's Foundation is delighted to support such a varied group of worthy organizations that directly help children and reflect our vision of making a meaningful difference, one child at a time," said Kevin Farr, chairman of the Mattel Children's Foundation and chief financial officer of Mattel. "Through these grants, Mattel will help improve the lives of hundreds of thousands of children in need nationwide."

The 37 organizations receiving grants this year were selected based on their creative approaches and demonstrated effectiveness of programs that directly impact children in need and their focus on one of the Foundation's three priority areas: promotion of health and active lifestyles; learning and literacy; and girls' self-esteem and self-empowerment. The grants will fund either general operating needs or specific projects. Almost 1,000 grant applications were submitted by non-profit organizations across the country.

"We are proud to assist these organizations and continue our mission of helping children in need," said Deidre Lind, executive director of the Mattel Children's

Foundation. "This grant cycle continues to expand upon the success of our philanthropic programs, which we relaunched in 2005."

The Mattel Children's Foundation funds will enable selected organizations to serve rural and urban communities across the U.S. For example, grant funds will support:

*New Hope Center, Mississippi:* To provide self-esteem counseling to Hurricane Rita victims and assist girls in making good decisions through the Look Better, Feel Better, Self-Esteem Enhancement Program.

*DC Creative Writing Workshop, Washington, D.C.:* To teach more than 700 at-risk youth the joy of self-expression through in-class creative writing and after-school drama and writing clubs, as well as the opportunity for publication in three literacy magazines.

*PowerPlay NYC, New York:* To educate and empower girls with sports and building essential skills through the STARS program, which promotes physical activity and healthy living habits.

*Time for Life, Connecticut:* To support the emotional, physical and financial impact of a childhood cancer diagnosis for that child and family through a Resource Center, art programs, workshops and seminars.

For a full listing of grant recipients, please visit:  
[http://www.Mattel.com/About\\_Us/Philanthropy/](http://www.Mattel.com/About_Us/Philanthropy/).

The Mattel Children's Foundation will award grants again in 2007. Applications and guidelines will be available January 1, 2007, at  
[http://www.Mattel.com/About\\_Us/Philanthropy/](http://www.Mattel.com/About_Us/Philanthropy/).

### **About the Mattel Children's Foundation**

The Mattel Children's Foundation was established in 1978. With a vision of "making a meaningful difference, one child at a time," the Foundation provides cash grants through domestic and international grantmaking programs, as well as international scholarships to children of employees, matching gifts and volunteer grants for Mattel employees. In addition, the Foundation continues its tradition of partnering with exemplary nonprofit partners. Mattel has partnered with Special Olympics, Save the Children, the Mattel Children's Hospital at UCLA, the National Association of Children's Hospitals and Related Institutions (NACHRI) and the Children Affected by AIDS Foundation (CAAF). The Mattel Children's Foundation is funded exclusively by cash donations from Mattel, Inc.

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Children's Foundation<sup>SM</sup>

## 2006 Grant Recipients

### Priority Area: Girls Self-Esteem and Self-Empowerment

The Center for Families	Shreveport, LA
Family of Humanity	Hollywood, FL
Figure Skating in Harlem	New York, NY
Francis Allen Institute of Teaching & Thinking with Head & Heart, Inc.	Lebanon, IN
Lower Eastside Girls Club	New York, NY
New Hope Center, Inc.	Gulfport, MS
PowerPlay NYC, Inc.	New York, NY
Smart-Girl, Inc.	Denver, CO
Strong Women, Strong Girls, Inc.	Boston, MA

### Priority Area: Health & Well-being of Children

Affinity Films, Inc.	Anchorage, AK
Cheerful Givers	Eagan, MN
Community Services of Swain	Bryson City, NC
Discovery Arts	Tustin, CA
Fit 4 Free	Los Angeles, CA
Friends of South Bay Juvenile Diversion	Redondo Beach, CA
Health Solutions 4 Life	Albany, GA
The Heart Touch Project	Santa Monica, CA
Impact Beyond, Inc.	Chicago, IL
Los Angeles Rod and Reel Club Foundation	Manhattan Beach, CA
Marathon Kids	Austin, TX
MicheLee Puppets, Inc.	Orlando, FL
New York Society for Prevention of Cruelty to Children	New York, NY
Pickens County Family Resource Center	Carrollton, AL
Project for Neighborhood Aftercare	Nashville, TN
Quiet Creek Herb Farm & School Country Living	Brookville, PA
Smiling Kids	Southborough, MA
Soccer in the Streets	Atlanta, GA
Time for Life Corporation	West Hartford, CT

### Priority Area: Literacy & Learning

Behind the Book	New York, NY
Deaf and Hard of Hearing Educational Athletic Foundation	Los Angeles, CA
DC Creative Writing Workshop	Washington, DC
Just Buffalo Literary Center, Inc.	Buffalo, NY
Learning Together Family Literacy, Inc.	Holmen, WI
Literacy Network of Greater Cincinnati	Cincinnati, OH
Reading to Kids	Los Angeles, CA
Rolling Readers USA, Inc.	San Diego, CA
St. Anthony Community Center	Dallas, TX