



## FOR IMMEDIATE RELEASE

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### Target’s “Share-a-Tree” program brings holiday cheer to local families

*-- Target and United Way partner to donate decorated holiday trees worth \$2M --*

**Alexandria, VA (December 19, 2006)** – On December 22, 2006, more than 4,500 decorated holiday trees valued at \$2 million will be donated by Target Stores through local United Ways nationwide.

“Target and United Way share the same goal of helping families,” said United Way of America President and CEO Brian Gallagher. “We’re happy to partner with Target throughout the year, but particularly during this important holiday season. Target’s ‘Share-a-Tree’ program is just one more way we can impact local communities together by providing something to families that they otherwise might not have – a true representation of the peace and joy of the holiday season. Thank you to Target and its employees for this very generous gift.”

“Target is proud of our long-standing partnership with United Way to help strengthen families,” said Laysha Ward, vice president, community relations, Target. “Target is committed to making a real difference every day in communities across the country and hope that our “Share-a-Tree” program brings Christmas joy to many.”

This is the 16<sup>th</sup> consecutive year Target has donated trees to local nonprofit agencies and needy families. During last year’s “Share-a-Tree” program, the United Way of Central Jersey

delivered six trees to a homeless women's shelter and three to families referred by Catholic Charities.

“As we lugged the six-foot tree upstairs to a tiny apartment, three kids gathered around and squealed with delight as the lights went on,” said Joseph P. Nirschl, Chair and Chief Volunteer Officer for United Way of Central Jersey. “United Way is honored to partner with Target to make the holidays merry for others in our community.”

United Way of Greater Cleveland, Ohio is working with seven local Target Stores to donate nearly two dozen decorated holiday display trees to local families. Last year, United Way of Greater Cleveland gave the trees to the AIDS Taskforce of Greater Cleveland, the Bellflower Center for Prevention of Child Abuse and a handful of other community charities. Similarly, the United Way of Austin, Texas gave Target's trees to families displaced by Katrina, while the local United Way in Franklin, Indiana donated the trees to families displaced by fires.

### ***About United Way***

*United Way is a national network of more than 1,300 locally governed organizations that work to create lasting positive changes in communities and people's lives. Building on more than a century of service as the nation's preeminent community-based fundraiser, United Way engages the community to identify the underlying causes of the most significant local issues, develops strategies and pulls together financial and human resources to address them, and measures the results. United Way of America is the national organization dedicated to leading the United Way movement. While local United Ways tackle issues based on local needs, common focus areas include helping children and youth succeed, improving access to health care, promoting self-sufficiency, and strengthening families. For more information about United Way, please visit: [www.unitedway.org](http://www.unitedway.org).*

### ***About Target***

*Minneapolis-based Target serves guests at 1,494 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives back more than \$2 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs. Each year, Target's nationwide network of team members and retiree volunteers donate over 315,000 hours to more than 7,000 community-based projects.*

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**Accompanying photo caption:** Target is donating 4,500 holiday trees to local families through a partnership with United Way.