

FOR IMMEDIATE RELEASE

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**Burlington County Community Action Program (BCCAP) Receives Grant from Target for
The Healthy Families-TIP Program**

Burlington, NJ (October 1, 2009) — BCCAP today announced a partnership with Target in recognition of its efforts in promoting positive parenting and building healthy families. The Healthy Families-TIP Program is a free home visitation service for pregnant or parenting families in Burlington County. A Family Support Worker visits families to discuss child development, child health and safety, and positive parenting practices.

"Our primary goal is to strengthen families by providing them the help and support that they need during this crucial time in their child's development," said Alicia Bowker, Program Director

This grant is part of ongoing efforts by Target to strengthen families and communities throughout the country. Since opening its doors, Target has given 5 percent of its income to organizations that support education, the arts, social services and volunteerism. Today that equals more than \$3 million every week.

"At Target, our local grants are making a difference in the communities we serve," said Laysha Ward, president, Community Relations, Target. "We're proud to partner with BCCAP as part of our ongoing commitment to give back to the communities where our guests and team members live and work."

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Additionally, Target also gives through signature programs that are designed to inspire learning in children and families. Programs include:

- **Take Charge of Education®**, a school fundraising program;
- **Target Field Trip Grants**, a program that helps educators bring learning to life outside the classroom through the distribution of grants;
- **School Library Makeovers**, a program that provides year-round volunteer opportunities for Target team members to get involved with their local school;
- **Target House®**, which serves as a home away from home for families of children receiving lifesaving treatment at St. Jude Children's Research Hospital® in Memphis;
- **Target Volunteers**, a nationwide network of Target team members, retirees, families and friends who volunteer millions of hours to community projects.

About BCCAP

BCCAP began operation in 1965 and is one of the oldest of twenty-three community action agencies operation in New Jersey. "Now more than ever, BCCAP and its services are needed to help the low-income individuals and families in Burlington County achieve and maintain economic self-sufficiency," said Dr. Silas M. Townsend, Executive Director. In addition to the Healthy Families-TIP parenting support program, BCCAP offers a variety of services that include the Head Start Early Childhood Development Program, Housing Counseling and Acquisition Programs, Child Care Resource and Referral and Voucher Programs, Affordable Senior Housing Programs, as well as the Weatherization and Home Energy Assistance Programs.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at more than 1,600 stores nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million a week.