

The Rite Aid Foundation has donated \$10,000 to the Canton Ex-Newsboys Association and is including the charity in a fundraising program.

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Dale Dierdorf and Butch Kraus of the Canton Ex-News Boys accept a donation from Rite Aid Store Manager Tom Watko, District Manager John Nicora, **Pharmacy Manager Dave Schaeffer**, Pharmacy District Manager Mary Menegay and Asset Protection District Manager Michael Esterak. (CantonRep.com/Michael Balash)

Shoppers at area Rite Aid stores have the opportunity to help a local charity if they use the pharmacy's wellness rewards program.

Rite Aid has added the Canton Ex-Newsboys Association, which helps provide shoes and clothing for needy children, to its list of 205 charities in the company's KidCents program. Store customers can sign up to have the change from their purchases given to the charity of their choice.

Being selected for the KidCents program also netted the Ex-Newsboys a \$10,000 grant from the Rite Aid Foundation. John A. Nicora, Rite Aid's district manager for the Stark County area, presented the check to Ex-Newsboys President Butch Kraus on Tuesday.

"This is a big boost for us," Kraus said of the check and being accepted into the Rite Aid program.

While the check offers an immediate influx of cash, the KidCents program should provide a steady, year-round stream of cash.

The bulk of the Canton Ex-Newsboys funding comes from an annual dance and golf outings, as well as donations collected when members distribute the charity's annual newspaper each December.

Kraus said members were surprised and “very, very appreciative” to have been chosen by Rite Aid for the program.

“We’re glad to be able to do it and keep the money here in the community,” Nicora said of the contribution.

Nicora said the Rite Aid Foundation, which formed in 2001, strives to help organizations and charities that benefit children. The foundation has awarded more than \$17 million to nonprofit organizations, while the chain has partnered with customers to raise and donate \$65 million to Children’s Miracle Network Hospitals around the country.

The Ex-Newsboys use 100 percent of the money the charity raises to help children. During the 2013-2014 school year, the organization spent more than \$193,000 and bought more than 6,400 items — pants, shirts, coats and shoes — to help 1,961 area children.

For more information about Rite Aid’s KidCents program, visit www.kidcents.com or the company’s website at www.riteaid.com.

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