

Dollar General to Support the St. Jude Children's Research Hospital(R) Thanks and Giving (R) Campaign

Customers Can Help Children Battle Cancer and Other Deadly Childhood Diseases

GOODLETTSVILLE, Tenn., Nov. 15, 2011 (GLOBE NEWSWIRE) -- This holiday season, Dollar General (NYSE:DG) again joins St. Jude Children's Research Hospital for the *Thanks and Giving* campaign, a holiday campaign that asks shoppers to "Give thanks for the healthy children in your life, and give to those who are not." Customers who shop with Dollar General from November 12 to December 18 can join the effort by donating \$1 or more at check-out.

"Dollar General is proud to support St. Jude's work in saving children's lives by participating in the *Thanks and Giving* campaign," said Rick Dreiling, Dollar General's chairman and CEO. "Over the years, our customers have been generous in supporting *Thanks and Giving*, and we are happy to offer the opportunity to contribute again during the holiday season."

Dollar General has participated in the *Thanks and Giving* campaign for six years. The campaign unites retailers to support a common goal — to build awareness and raise funds to support the vital research and treatment for children battling life-threatening diseases.

"Dollar General is a committed partner to our holiday *Thanks and Giving* campaign, helping us increase awareness and raise funds for the lifesaving mission of St. Jude," said Marlo Thomas, national outreach director for St. Jude. "It is because of partners like Dollar General and their customers that we can keep our promise that no child will ever be turned away if a family can't pay."

St. Jude is the nation's leading pediatric research and treatment center devoted solely to children with cancer and other deadly diseases, and the only hospital that covers all of the costs for treatment, travel, food and lodging for each patient and a family member.

Since it opened its doors nearly 50 years ago, St. Jude has developed protocols that have helped push survival rates for childhood cancers from less than 20 percent to 80 percent overall. In fact, the survival rate for the most common form of childhood cancer, acute lymphoblastic leukemia, has risen from just 4 percent in 1962 to 94 percent today.

To find your local **Dollar General** visit www.dollargeneral.com. To learn more about the St. Jude *Thanks and Giving* campaign or to make a donation visit www.stjude.org or call 1-800-4STJUDE.

Tawn Earnest

tearnest@dollargeneral.com

615-855-5209

Emily Weiss

emweiss@dollargeneral.com

615-855-5210

About Dollar General Corporation

Dollar General Corporation has been delivering value to shoppers for more than 70 years. Dollar General helps shoppers Save time. Save money. Every day!(R) by offering products that are frequently used and replenished, such as food, snacks, health and beauty aids, cleaning supplies, basic apparel, house wares and seasonal items at low everyday prices in convenient neighborhood locations. With more than 9,800 stores in 38 states, Dollar General has more retail locations than any retailer in America. In addition to high quality private brands, Dollar General sells products from America's most-trusted manufacturers such as Procter & Gamble, Kimberly-Clark, Unilever, Kellogg's, General Mills, Nabisco, Hanes, PepsiCo and Coca-Cola. Learn more about Dollar General at www.dollargeneral.com.

About St. Jude Children's Research Hospital

St. Jude Children's Research Hospital is internationally recognized for its pioneering research and treatment of children with cancer and other life-threatening diseases. The hospital's research has helped push overall survival rates for childhood cancer from less than 20 percent when the institution opened to almost 80 percent today. It is the first and only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children, and no family ever pays St. Jude for care. For more information, go to www.stjude.org and follow St. Jude on www.facebook.com/stjude and www.twitter.com/stjude.

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