



Mattel Children's Foundation Awards Domestic Grants To 40 Nonprofit Organizations in 2008

Awards Reflect Foundation's Continued Commitment to Giving

El Segundo, Calif., January 9, 2009 - The Mattel Children's Foundation today announced that 40 nonprofit organizations directly serving children in need in 25 states received grants ranging from \$5,000 to \$20,000 in 2008. Mattel awarded \$400,000 in total grants, with an average grant amount approximately \$10,000 per organization.

"At a time when non-profits may be struggling because of the current economic situation, we're proud to continue our commitment to philanthropic giving by assisting children facing financial or physical hardship and improving their quality of life," said Kevin Farr, chairman of the Mattel Children's Foundation and chief financial officer of Mattel. "We remain committed to directing 2 percent of our pre-tax profit to Mattel's philanthropic programs, including the Mattel Children's Foundation, in order to directly impact children in need."

The organizations awarded grants in 2008 were selected based on their innovative approaches and demonstrated effectiveness of programs that directly impact children in need. The recipient organizations 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. During 2008, the Foundation received more than 1,000 grant applications, an increase of about 100 percent over the previous year.

"Amidst strong competition for these grants, these organizations offer incredibly innovative programs to effectively address the challenges many children are facing in communities across the U.S.," said Deidre Lind, executive director of the Mattel Children's Foundation.

The Mattel grant funds will support:

Concrete Safaris: A program that is encouraging children in the inner city to enjoy the outdoors by designing and installing a neighborhood farm.

Carroll County Resource Council and Prevention Planning Board, Inc. (Arkansas): A program that is creating a "Walking Schoolbus" that promotes physical activity by encouraging children to walk to their local schools.

Strong Women Strong Girls: A program that is inspiring girls by partnering underserved girls with college mentors who lead them in structured activities that promote leadership skills.

Jimmy Miller Memorial Foundation: A program that is giving children with physical and emotional disabilities the opportunity to increase self-confidence by learning to surf.

A full listing of domestic grant recipients is below.

The Mattel Children's Foundation is not accepting unsolicited applications for its domestic grantmaking program at this time. Please visit <http://www.Mattel.com> for more information.

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. The Foundation also 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), the Children Affected by AIDS Foundation (CAAF) and the Make-A-Wish Foundation of America. The Mattel Children's Foundation is funded exclusively by cash donations from Mattel, Inc.

Media Contact:

Jules Andres
Corporate Communications

Priority Area: Girls Self-Esteem and Self-Empowerment

Alternatives, Incorporated	Hampton, VA
Bay Area Women's Sports Initiative	San Jose, CA
Dwa Fanm	Brooklyn, NY
Farnam-Neighborhood House, Inc.	New Haven, CT
Figure Skating in Harlem	New York, NY
Greenville Family Partnership	Greenville, SC
Interprofessional Commission of Ohio	Columbus, OH
Shared Opportunity Service, Inc.	Chestertown, MD
Sisterhood Agenda, Inc.	Newark, NJ
Smart-Girl, Inc.	Denver, CO
Strong Women, Strong Girls	Boston, MA

Priority Area: Health & Well-being of Children

Art of Elysium	Los Angeles, CA
Beads of Courage, Inc.	Tucson, AZ
Carroll County Resource Council and Prevention Planning Board, Inc.	Green Forest, AR
Dig for Kids	Hermosa Beach, CA
Discovery Arts	Tustin, CA
Educational Excellence Foundation of Carroll County, Inc.	Carrollton, KY
Florida Introduces Physical Activity and Nutrition to Youth	Fort Lauderdale, FL
Georgia Coalition for Physical Activity and Nutrition, Inc.	Stone Mountain, GA
Huntsville Hospital Foundation	Huntsville, AL
Jimmy Miller Memorial Foundation	Manhattan Beach, CA
Marathon Kids, Inc.	Austin, TX
Mississippi Cultural Crossroads	Port Gibson, MS
Mychal's Learning Place	Hawthorne, CA
Radio Lollipop USA, Inc.	Miami, FL
Toy Rescue Mission	Tacoma, WA
Treeswing	Seattle, WA

Priority Area: Literacy & Learning

Allen County Education Partnership, Inc.	Fort Wayne, IN
BookEnds	West Hills, CA
Buffalo Alliance for Education, Inc.	Buffalo, NY
Communities in Schools of Macon Bibb dba Education First	Macon, GA
Concrete Safaris, Inc.	New York, NY
Flathead Reservation & Lake County Coalition for Kids	Polson, MT
Focus on Families, Inc.	Montz, LA
Lester and Rosalie Anixter Center's National Lekotek Center	Chicago, IL
Make A Difference	Phoenix, AZ
North Texas Navidad En El Barrio Foundation	Dallas, TX
Pajama Program	New York, NY
School on Wheels	Malibu, CA
Spread the Word Nevada	Henderson, NV