



## **Mattel and Mattel Children's Foundation Jointly Announce \$750,000 Donation to Proactively Fund Save the Children and the American Red Cross Disaster Response**

*Initiative Marks Groundbreaking Shift in Disaster Preparedness Support Efforts*

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Mattel (NASDAQ:MAT), the world's largest toy company, today jointly announced with the Mattel Children's Foundation a multi-year disaster response strategy, which includes a \$750,000 cash donation and toy donation program in partnership with Save the Children and the American Red Cross. The initiative represents a strategic focus and groundbreaking shift toward corporate support of proactive preparedness planning with first responder organizations for immediate disaster relief globally when needs arise.

"We are particularly gratified to support the worthwhile efforts of those who immediately step in when disasters strike. The aftermath of displacement, stress and loss that happen in disaster situations can be particularly difficult for children," said Deidre Lind, executive director of Mattel's charitable programs. "Sometimes just having a safe place to play or a toy to play with can make all the difference for a child who is experiencing a very difficult and uncertain circumstance."

"Children are always the most vulnerable in a crisis situation," said Charlie MacCormack, president and CEO of Save the Children. "When disaster strikes around the world, our response teams are there to ensure children are safe and secure, and that their immediate needs are met. With the support of partners like Mattel and the Mattel Children's Foundation, we can expand our disaster preparedness programs in high-risk areas so that emergency supplies and relief teams are positioned for a rapid response to the specific needs of children and families."

"The Red Cross is grateful for support from Mattel and the Mattel Children's Foundation, which will help provide immediate emergency relief and other assistance to affected families and their children when disaster strikes at home and around the world," said Neal Litvack, chief development officer of the American Red Cross. "These funds are critical in enabling the Red Cross to prepare for and respond to disasters that can happen in any community."

Mattel's toy donation program also is a crucial component of its disaster preparedness planning initiative, which will pre-position toys around the world to allow for immediate distribution to local disaster relief efforts.

Mattel has a long and rich history of actively supporting communities around the world with a global commitment to serve children and families in need. Mattel believes that play matters, and that the company has a responsibility to lead the way in making a meaningful difference in the lives of children through a variety of philanthropic programs, from grant making and partnerships with organizations that directly serve children to toy donations and employee volunteerism.

### **About Mattel:**

Mattel, Inc. (NASDAQ:MAT) ([www.mattel.com](http://www.mattel.com)) is the worldwide leader in the design, manufacture and marketing of toys and family products. The Mattel family is comprised of such best-selling brands as Barbie®, the most popular fashion doll ever introduced, Hot Wheels®, Matchbox®, American Girl®, Radica® and Tyco® R/C, as well as Fisher-Price® brands, including Little People®, Power Wheels® and a wide array of entertainment-inspired toy lines. In 2011, Mattel was named as one of FORTUNE Magazine's "100 Best Companies to Work For" for the fourth year in a row. Mattel also is ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens" and the "World's Most Ethical Companies." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 31,000 people in 43 countries and territories and sells products in more than 150 nations. Mattel donates more than 2 percent of its pre-tax profit toward philanthropic activities. At Mattel, we are "Creating the Future of Play." Follow Mattel on Facebook: <http://www.facebook.com/mattel>.

### **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.

**About Save the Children:**

Save the Children is the leading independent organization for children with programs in 120 countries. Our mission is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives. Go to [www.savethechildren.org](http://www.savethechildren.org).

**About the American Red Cross:**

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [www.redcross.org](http://www.redcross.org) or join our blog at <http://blog.redcross.org>.

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Source: Mattel, Inc.

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