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New ERAA Back to School Conference, Rally for Education and Festival to Distribute FREE Backpacks and School Supplies

San Diego County's largest back- to-school conference to be held Aug 20

San Diego, CA – (August 20, 2011) PAZZAZ and New ERAA is hosting its 15th Annual New ERAA (Everybody Recommitting to Academic Achievement) Back to School Conference, Rally for Education and Festival at Lincoln High School on Saturday, August 20th from 8:30 a.m. to 3 p.m. This free event is open to the public to educate parents, prepare students for school and college and provide needy families with FREE backpacks donated by Office Depot Foundation, including school supplies donated by the Cox Kids Foundation and the Taste of Diamond will be sponsored by Bridgepoint Education.

"This year's theme is *Working Together for Academic Achievement*," said Zoneice Jones, president and co-founder of PAZZAZ, Inc. and New ERAA. "With the support of the San Diego Unified School District, Office Depot Foundation and the New ERAA Planning Committee, we have helped more than 10,000 students prepare for school with essential school supplies. We hope this number continues to grow as we prepare families for a successful school year."

This is the seventh consecutive year that the Office Depot Foundation has donated backpacks for the New ERAA event. "The Office Depot Foundation is proud to support PAZZAZ and the New ERAA Back to School Conference and Festival by donating backpacks once again this year," states Foundation President Mary Wong. "Parents and teachers alike tell us that these backpacks truly help children to build self-confidence, boost self-esteem and achieve greater success in the classroom – all as a result of being properly prepared for school. We are pleased to know that we can help to make a difference in San Diego ."

This all-day event will include a Conference, Rally for Education and a Festival for parents and students kindergarten through 12th grade. The conference will begin with a keynote address from Walter & Maisha Kudumu Scholarship awardee Abigail Rosa-Garcia. Conference attendees will participate in educational workshops addressing issues concerning college admission, school preparation, and healthy eating among others, followed by a Rally for Education including a festival with live entertainment, FREE food, career counseling, health screenings and more. Conference registration begins at 7:00 a.m. followed by the festival at 1:00 p.m. Admission is FREE. To pre-register, please call PAZZAZ at (619) 264-6870 or visit www.pazzaz.org

For the third year, the Cox Kids Foundation and Bridgepoint Education have sponsored this event. The Cox Kids Foundation is the philanthropic arm of Cox Communications that provides funding for organizations and programs that benefit San Diego youths and their families.

About NEW ERAA

Co-Founded by PAZZAZ, Inc and the Center for Parent Involvement in Education (CPIE), the New ERAA committee is a volunteer-base collaboration supported by 30 organizations. This community-wide initiative involves churches, businesses, and individuals including City Councilman Tony Young, San Diego School Board Trustee Shelia Jackson, and the San Diego Unified School District working to provide children with tools needed to succeed in school.

About PAZZAZ, INC.

PAZZAZ, Inc. is a non-profit organization dedicated to improving the future prospects of youth and families through customized academic and self-development programs. PAZZAZ provides a variety of programs to bridge the learning gap within under-served communities such as tutoring, homework assistance, family counseling, classroom support and college preparation. For more information, visit www.pazzaz.org.

About the Office Depot Foundation

The Office Depot Foundation is an independent foundation (tax exempt under IRC Sec. 501(c)(3)) that serves as the independent charitable giving arm of Office Depot, Inc. In keeping with its mission, Listen Learn Care[®], the Foundation supports a variety of programs that help children succeed in school and in life; enable civil society (non-profit) organizations to become more efficient and effective; help people and businesses prepare for disasters, then recover and rebuild afterwards; strengthen local communities through grants, product donations and volunteerism; and encourage community development through entrepreneurship and economic innovation. For more information, visit www.officedepotfoundation.org.