



Staples Canada and Katy Perry Team Up and “Make Roar Happen” to Celebrate and Support Students

Staples Presenting Sponsor of North American Leg of Prismatic World Tour

Toronto, On -- June 13, 2014 – Staples Canada is teaming up with global pop music superstar Katy Perry to “Make Roar Happen” and celebrate and support students during the back-to-school season. Staples is building on its long history of supporting teachers, students, and education by partnering with Katy Perry to help reach the milestone of \$10 million in total funds and products raised since 2005 through its annual back-to-school supplies drive.

To encourage teachers, parents and students around the country to ‘Make Roar Happen’ Staples will become the presenting sponsor of the North American leg of Katy Perry’s Prismatic World Tour, which resumes on June 22 in Raleigh, N.C.

“‘Make Roar Happen’ with Katy Perry builds on Staples’ commitment to students in a new and engaging way,” said Steve Matyas, President, Staples Canada. “With music that inspires people worldwide, Katy Perry is a powerful voice to encourage people to ‘Roar’ for students.”

“I’m glad to partner with Staples on my Prismatic World Tour to raise awareness and funds for students, and to remind my fans that a small gesture can make a large impact and help students reach their full potential,” said Katy Perry.

A recent Staples survey revealed that 75% of parents of teen students believe a lack of school supplies is a significant challenge for schools today. Each Staples location, in partnership with one or more local registered charities, invites donations at point of sale where 100 percent of the proceeds or supplies collected will be directed to schools, classes and persons who most need the assistance. The 2014 supplies drive will run July 26 to September 8, 2014.

Win A Trip to Meet Katy Perry

Beginning on June 25, fans will have a chance to win a trip to Los Angeles to meet Katy Perry and attend her concert on Sept. 19 at the Staples Center by entering the ‘Make Roar Happen’ Video Sweepstakes. Everyone is invited to create videos ‘Roaring’ about their educational goals, inspirational teachers, or how education has positively affected their lives. To enter, upload your ‘Roar’ video at Staples.ca/MakeRoarHappen or on [Facebook](https://www.facebook.com/staplescanada). Entries must be submitted before 11:59 PM ET on Sept. 3, and participants must be 18 years or older. Participants are encouraged

to share their videos on their social channels using the hashtag #MakeRoarHappen. See official rules at Staples.ca/MakeRoarHappen.

Win Tickets to see Katy Perry The Prismatic World Tour Presented by Staples

Enter online at Staples.ca/MakeRoarHappen or the Staples Canada Facebook page for a chance to win two (2) tickets to a concert in the Canadian portion of the Katy Perry Prismatic World Tour Presented by Staples. From June 23rd to August 26th, enter to win at Staples.ca/MakeRoarHappen or on Facebook by completing all required fields of the registration form including selecting the Katy Perry concert location and date they'd like to win tickets to. See Official Rules at Staples.ca/MakeRoarHappen.

About Staples

Staples makes it easy to make more happen with more products and more ways to shop. Through its world-class retail, online and delivery capabilities, Staples lets customers shop however and whenever they want, whether it's in-store, online or on mobile devices. Staples offers more products than ever, such as technology, facilities and breakroom supplies, furniture, safety supplies, medical supplies, and Copy and Print services. Staples also offers free shipping for Staples Rewards Members, in most cases overnight. Headquartered outside of Boston, Staples operates throughout North and South America, Europe, Asia, Australia and New Zealand. More information about Staples (SPLS) is available at staples.ca.