

STAPLES KICKS-OFF BACK-TO-SCHOOL DANCE

Company expects smiles, even some dancing, from its customers,
with a promise to make more happen for less

Toronto, July 28, 2014 – It’s official. School’s “in” at Canada’s leading back-to-school retailer. With the launch today of its seasonal back-to-school centre, staples.ca/backtoschool, and its television and media campaign, Staples Canada has put the final touches on its 2014 back-to-school program.

“The first day of school is just around the corner,” says Steve Matyas, president of Staples Canada. “Our message to parents is that we’ve done our homework so they can enjoy the summer and start the school year on a good footing. All they need to do is visit us in-store or online and we’ll make more happen for them, for less. That’s our promise and we’re prepared to meet it.”

The company’s television spots, conceived in partnership with DentsuBos, showcase this year’s value offering as well as shoppers doing their version of the ‘shopping cart dance’. A second spot, a public service announcement, features [Katy Perry promoting Staples’ Annual School Supply Drive](#). The spots and PSAs are available for viewing at youtube.com/StaplesTV.

“Millions of Canadians are getting ready to go back to school in September,” says Matyas. “When they walk into our stores or visit us online, we’re confident they’ll see how easy and fun back-to-school shopping can be.”

The company’s back-to-school centre, staples.ca/backtoschool, features tips for parents, teachers and students, and a vast marketplace.

For close to a year, the company and its Canadian associates, especially its expert buying teams north and south of the border, have been scanning the world’s leading marketplaces and manufacturers for products that can make life easier and more enjoyable for parents, children and older students with the latest fashions, quality construction, value pricing and unique product features.

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Staples’ top trends for 2014 back-to-school include:

The Bold and the Backpack

Bold colours and patterns are at the forefront of the season and are available on backpacks, lunch boxes and binders. Watch for bright coral colours to cool camo prints on leading-edge backpacks from Jansport, Heys and Puma.

Tech in the Classroom

Technology in the classroom is well documented and here to stay. There can be confusion, however, about which technology will work best for a child and his/her classroom. To help parents answer such important questions, Staples has stocked the latest technologies in laptops, tablets, calculators and headsets, while also offering low-priced options for all. For example, a 10.1 inch ASUS Transformer Book Laptop that transforms into a tablet has 32GB SSD, Windows 8.1 and capacitive touchscreen for only \$419.

Basic Utility with Maximum Fashion

Students can express themselves, strike up a conversation with friends or lift their spirits at school thanks to new, fashionable twists on basic supplies. Instead of utilitarian binders, note pads or pencil cases, Canadian students can opt for ergonomically-designed supplies, textured and patterned binders and specially-themed pocket calculators.

“Aesthetics do matter when it comes to school supplies,” says Elena Delli Pizzi, associate category manager, Staples Canada. “Opening up one’s backpack is no different than walking into a museum or classroom. Having a little bit of colour and beauty will go a long way in lifting the spirits of our children.”

Consumer with a Cause

Staples has partnered with Acco and Me to We to create a line of socially-conscious and eco-friendly school supplies. Through the purchase of a Me to We product at Staples, Canadian consumers direct a percentage of proceeds to a family or child from a Free The Children community in Latin America, Africa or Asia. For the first time, students and parents have the power to make a big impact with their back-to-school purchases and help children in need.

More product selection and information is available in Staples’ 2014 Back-to-School [lookbook](#).

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Community Partnerships

An Annual School Supply Drive and partnership, in Quebec, with the Breakfast Club of Canada are core to Staples’ Back-to-School program. Through these two longstanding initiatives, which includes partnerships with more than 240 local community groups, Staples has helped to raise millions in funds, products and meals for Canadian students. For complete information, visit www.staples.ca/supplydrive.

With some 11 million persons of all ages returning to the classrooms, it’s no wonder Canadians spend billions in the run up to the new school year, making back-to-school the second richest retail period of the year after Christmas.

Fans can join the conversation on Twitter using the hashtags #makeroarhappen and #goingback.

About Staples Canada

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, Copy and Print services and, of course, school supplies. Headquartered outside Boston with Canadian regional offices in Toronto, Laval and Vancouver, Staples operates throughout North and South America, Europe, Asia, Australia and New Zealand. More information about Staples (SPLS) is available at staples.ca.

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