



# PRESS RELEASE

Contact:  
Doreen Pustizzi  
Senior Director of Communications  
609-896-8000 ext. 274,  
dlp@sonj.org

FOR IMMEDIATE RELEASE  
June 21, 2010

## TD BANK ASKS CUSTOMERS TO “BE A FAN” AND DONATE TO SPECIAL OLYMPICS NEW JERSEY

*Customers and non-customers of bank can support program with donations and loose change.*

LAWRENCEVILLE – For the second year TD Bank, America’s Most Convenient Bank®, is teaming up with Special Olympics New Jersey (SONJ) for the “Be A Fan!” Campaign, asking customers and the general public to help them support sports training and competition for more than 21,000 athletes with intellectual disabilities throughout the state. The campaign which began on June 1 will run through July 31<sup>st</sup>.

This year, for the first time, TD AMERITRADE will also partake in the initiative, hoping to bolster donations through an employee giving program.

“We’re incredibly proud to unite under the TD Shield to support such a great cause,” said Fred Graziano, Head of Retail Banking for TD Bank and Chairman of SONJ’s Board of Directors. “We encourage our customers, employees and the community to contribute to this wonderful organization, and we believe this combined effort will have a positive impact for the athletes and their families across our local communities.”



Here are just a few ways the public can take part in the “Be A Fan!” campaign and support New Jersey’s Special Olympics athletes: Drop your loose change in the Penny Arcade, bring your receipt to the counter, and donate all or a portion of the total to SONJ. (You don’t need to be a TD Bank customer to use the Penny Arcade!); make a direct donation at the counter; or if you have a commercial account, talk to your account representative about how you can help.

For more information on Special Olympics and the TD Bank “Be a Fan!” campaign, visit [www.sonj.org](http://www.sonj.org), or call (609) 896-8000.

-30-

*Photo information: Special Olympics New Jersey athlete Carl Bauer prepares to dump his bank into the Penny Arcade of his local TD Bank.*

ABOUT SONJ: Special Olympics New Jersey provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.