



FOR IMMEDIATE RELEASE



SHARPIE AND PAPER MATE AND BOYS & GIRLS CLUB OF BENTON COUNTY PRESENT BACK TO SCHOOL PEP RALLY: LET'S GET CREATIVE AS PART OF A THREE-YEAR PARTNERSHIP TO SUPPORT BOYS & GIRLS CLUBS' ARTS AND EDUCATION PROGRAMS

Bentonville, AR – Sharpie® and Paper Mate®, two of the world's leading writing brands and part of Newell Brands' global portfolio, and the Boys & Girls Club of Benton County are excited to host the Back-to-School Pep Rally: Let's Get Creative, a celebration of creativity, school spirit, and community support, taking place at the Carl & Alleen McKinney Boys & Girls Club in Bentonville from 3:30–6:00 PM.

This high-energy event is part of a three-year, \$1 million partnership between Newell's Sharpie and Paper Mate brands and the Boys & Girls Clubs of America. At the event, Club members will use Sharpie and Paper Mate products to color a mural with inspirational messages, decorate Contigo® and Bubba® water bottles and Sistema® food containers, write down their goals and intentions for the upcoming school year and create their own iron-on patches and keychains.

"Sharpie and Paper Mate are proud to support our local communities in partnership with Boys & Girls Clubs of America," says Kris Malkoski, President of Learning & Development at Newell Brands. "We believe every student deserves the tools to start the school year with excitement, confidence and purpose. Our work with the Boys & Girls Clubs of America directly aligns with our company values and allows us to make a meaningful impact inside and outside the classroom."

The partnership aims to enhance youth arts programming nationwide and underscores Newell's commitment to serving the communities where it operates. The donation includes both financial support and product contributions, strengthening national efforts with a focus on select local events. As part of this partnership, Sharpie and Paper Mate host arts-based events in Bentonville and other locations where Newell has offices to make creative expression accessible to all.

"We are thrilled to be hosting this back-to-school celebration and rallying our community around creativity and youth success," said Cheryl Hatfield, CEO of Boys & Girls Club of Benton County. "Sharpie and Paper Mate's continued support makes such a meaningful difference for our Club members, and we are proud to grow this partnership."

The Back-to-School Pep Rally celebrates self-expression and encourages kids to kick off the new school year with excitement and confidence.

About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid, Sharpie, Graco, Coleman, Rubbermaid Commercial Products, Yankee Candle, Paper Mate, FoodSaver, DYMO, EXPO, Elmer's, Oster, NUK, Spontex and Campingaz. Newell Brands is focused on delighting consumers by lighting up everyday moments.

About Boys & Girls Club of Benton County

The Boys & Girls Club of Benton County's mission is to inspire & enable all young people, especially those who need us the most, to reach their full potential as productive, responsible, and caring citizens.

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