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News Release

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KIA AND DONORSCHOOSE.ORG LAUNCH ANNUAL “HOLIDAY’S ON US” CELEBRATION TO SUPPORT CLASSROOM PROJECTS IN HIGH-NEED SCHOOLS

Teacher Appreciation Celebration to Deliver Funding for an Estimated 200 Projects in Schools with Greatest Need

- Kia and DonorsChoose.org have helped more than 1.5 million public school students nationwide, delivering more than \$7.5 million in much-needed resources since 2012
- DonorsChoose.org Teacher Appreciation Celebration coming to Buffalo, New York

IRVINE, Calif., Dec. 12, 2016 – Kia Motors America and DonorsChoose.org are bringing resources to schools in need this holiday season. DonorsChoose.org, the innovative crowdfunding charity founded by Charles Best in 2000, has engaged more than 2.3 million citizen philanthropists in providing resources for 20 million students. Kia and DonorsChoose.org will host a “Holiday’s on Us” Teacher Appreciation Celebration in Buffalo, New York, on Dec. 13, 2016.

Building on the success of previous campaigns that have raised over \$7.5 million and benefited more than 1.5 million students across the America since 2012, the Kia “Holidays on Us” Teacher Celebration is expected to fund 200 classroom projects. The campaign will support the DonorsChoose.org goal to fund projects in 100 percent of high-need schools by 2020.

“Kia is dedicated to providing teachers with the classroom resources they need to build a better future for students,” said Michael Sprague, chief operating officer and EVP, KMA. “We encourage people to join Kia in making a difference by visiting DonorsChoose.org to learn how they can make an impact for as little as \$1.

Kia and DonorsChoose.org will host a Teacher Appreciation Celebration on Dec. 13, 2016 at Northtown Kia in Buffalo, New York. Teachers interested in attending the event can [click here](#) to register.

"Kia has been an amazing partner in supporting classroom projects and helping us toward our goal to reach all of the high-need schools in America," said Charles Best, founder of DonorsChoose.org. "With the help of partners like Kia, we can ensure that all public school teachers have resources and support to provide enriching learning experiences for their students."

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Teachers across the U.S. need resources for their classroom. Individuals can help bring classroom dreams to life for little as \$1. There are thousands of exciting classroom projects that would benefit from a donation, visit DonorsChoose.org to select a project that inspires you.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South. Korea KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and set an all-time annual sales record in 2015, surpassing the 600,000 unit mark for the first time in company history. Kia offers a complete line of vehicles in the U.S., including the rear-drive K900¹ flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle², Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door subcompacts and the Sedona minivan, through a network of more than 765 dealers across the United States. Kia’s North American manufacturing operations include plants in West Point, Georgia*, and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

Information about KMA and its full vehicle line-up is available at www.kia.com. For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at www.kiamedia.com/us/en/newsalert.

About DonorsChoose.org

Founded in 2000 by a Bronx history teacher, DonorsChoose.org has raised more than \$488 million for America’s classrooms. Teachers come to DonorsChoose.org to request the materials and experiences they need most for their classrooms, and donors give to the projects that inspire them. More than 2.3 million people and partners have funded over 820,000 projects on the site, reaching 20 million students and making DonorsChoose.org the leading platform for supporting U.S. public schools. DonorsChoose.org is the only crowdfunding platform that vets each request, delivers materials directly to schools, and captures the impact of every funded project with photos, thank yous, and a cost report showing how each dollar was spent. In 2014, DonorsChoose.org made the top 10 of *Fast Company*’s list of the [World’s Most Innovative Companies](#), the first time a charity has received such recognition. Learn more at www.donorschoose.org.

* The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.

¹ K900 available in select trims and in select markets with limited availability.

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² Soul EV in select markets with limited availability.