

News Release



For Immediate Release

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Sam's Club and SCORE Spread Cheer to Squaw Valley Small Business Owners

Grants Fuel Optimism and Provide Access to Training and Growth

Squaw Valley, California, January 1, 2013 –In an unprecedented effort to expand year-round support for small business growth and success, Sam's Club and the [Sam's Club Giving Program](#) have forged collaboration with national non-profit [SCORE](#) to provide more than \$500,000 in supplies, training and holiday spirit to 102 U.S. small businesses (two in each state plus Washington, DC).

The grant to SCORE will provide each business owner with access and travel to a two-day educational event to help them implement strategies to grow their business. The grant will also fund three regional educational workshop events in 2013 hosted by SCORE for any small business in those regions. Combined, these events aim to reach over one thousand small businesses. The 102 small businesses in the Sam's Club Holiday Giving campaign were chosen in part by local SCORE chapters based on each business's need and commitment to ongoing learning and growth. To see a full list of small businesses benefitting from the Sam's Club – SCORE alliance, visit SamsClub.com/giving.

Christyal Plaques & Engraving in Squaw Valley is one of two businesses selected from CA. They create high quality custom engraved gifts, military plaques, memorial plaques, and other engraved signs on any material including metal, glass, ceramic, granite, wood and more. Each business will receive a \$1,000 Sam's Club gift card in addition to training through SCORE, an organization dedicated to helping small businesses grow and achieve their goals through education and mentorship.

"Working with SCORE has provided a foundation to help my business grow," said Al Kroell, owner of Christyal Plaques & Engraving. "The access to tools for my business from Sam's Club and the additional training will really help me take my business to the next level."

"Our collaboration with SCORE allows Sam's Club to provide the tools and goods that small business owners need to enter the New Year with increased confidence and optimism," said John Boswell, senior vice president of marketing, member insights and ecommerce for Sam's Club. "Everyday our associates strive to positively impact the lives of small businesses that are so important to the fabric and success of our country. The Christmas season is certainly no exception."

The 102 businesses were selected by SCORE based on each business' need and commitment to ongoing learning and growth. SCORE will utilize the grant from Sam's Club to sponsor a two-day "High Speed Growth Seminar" especially for the 102 winners, a special training program featuring key executives and workshops on attracting customers, branding, online marketing and developing a sales plan. The grant will also fund continued regional and local training for these businesses with SCORE mentors.

"Small businesses truly are the backbone of our economy, particularly during lean times," said W. Kenneth Yancey, Jr., CEO, SCORE. "With the support of Sam's Club this holiday season, these small businesses will be in a position to take the critical next step in their evolution."

Sam's Club serves an estimated 600,000 Business Members daily in 620 club locations across the U.S., providing low prices, a convenient shopping experience and easier access to capital through an SBA Loan program, credit options and merchant payment processing support. To see a full list of small businesses benefitting from the Sam's Club and SCORE alliance, including videos from small business owners Revelle Academy (Sarasota, FL) and Sweet Robichaux Bakery (Gonzales, LA), visit SamsClub.com/giving.

In the spirit of giving, Sam's Club and non-profit [Off the Field](#) Players Wives Association will huddle in mid-December for a \$220,000 shopping spree to benefit 220 U.S. families in need through [The Salvation Army](#). In total, Sam's Club will provide \$869,000 to help SCORE and the Salvation Army in their missions to create jobs and aid families this holiday season.

About Sam's Club Giving

Sam's Club supports community-based programs that empower young people, families and small businesses to make smart choices that lead to healthy and bright futures. In 2011, Sam's Club and the Sam's Club Giving Program made cash and in-kind contributions of more than \$101.3 million which included donating more than 38 million meals.

A recent Sam's Club study on Holiday Cheer reported that more than 85 percent of American consumers get more cheer from giving than they do receiving. To learn more about grants through the Sam's Club Giving program and simple ways to give back to the community, visit SamsClub.com/giving.

About Sam's Club

Sam's Club®, a division of Wal-Mart Stores, Inc. (NYSE: WMT), is the nation's eighth largest retailer and a leading membership warehouse club offering superior products and services to more than 47 million members in clubs across the U.S., as well as in Brazil, China and Mexico. Members save an average of 34 percent over traditional retailers. To learn more about Savings Made Simple®, visit SamsClub.com, and look for Sam's Club on our [Mobile and iPad® Apps](#).

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