

October 1st Marks Start of "Danger Season"

NEW YORK, Oct. 3, 2013 /PRNewswire-USNewswire/ -- On Tuesday, Pajama Program launched the **One Million Good Nights** nationwide initiative to collect one million new pajamas, one million new books, and the resources needed to get them in the hands of children and adolescents in need here in the U.S. The campaign begins today, October 1

st

, when temperatures begin to drop and "Danger Season" starts for these children. The campaign continues until

December 31

, 2015. Pajama Program's major partners in the One Million Good Nights initiative are Carter's, Inc., Scholastic Inc., and Sprout. The

New York City

launch event is hosted by Pajama Program board member

Carla Hall

of ABC's "The Chew," and features a performance by

Sadie Sink

, currently performing in Broadway's "Annie," and volunteers reading and distributing new pajamas to children.

UPDATE ON NEEDS:

- One in every 45 children in the U.S. is homeless each year (Source: America's Youngest Outcasts: State Report Card on Child Homelessness, National Center on Family Homelessness)

- More than 1.6 million children in the U.S. are homeless each year (Source: America's Youngest Outcasts: State Report Card on Child Homelessness, National Center on Family Homelessness)

- Family homelessness is the fastest-growing segment of the homeless population, accounting for 41 percent of the nation's homeless population (National Coalition for the Homelessness)

Genevieve Piturro, founder of Pajama Program, said, "We know that the number of children in

need in the U.S. is growing, due to the difficult economic conditions many American families face. The One Million Good Nights campaign will allow Pajama Program to double its current capacity to distribute an additional one million new pajamas and one million new books to reach more children in need throughout the country. All children need and deserve to feel safe and loved at bedtime."

"Carter's is proud to partner with Pajama Program on the One Million Good Nights Campaign," said Michael D. Casey, Chairman and CEO of Carter's, Inc., the largest branded marketer of apparel exclusively for babies and young children in the United States. "We are committed to making these 'good nights' a reality by continuing our efforts to donate pajamas and create in-store opportunities to raise additional national awareness and support. Carter's has always understood the importance of comforting bedtime routines for children, and we know first hand how much a new pair of pajamas can mean to a child, especially those most in need of our help."

Scholastic Inc., another long-time supporter and partner of Pajama Program, is the other major corporate sponsor of One Million Good Nights. Scholastic has already donated 100,000 books this year and is committed to the campaign. Scholastic will also create customer and classroom opportunities for additional donations of books and pajamas. Judy Newman, Executive Vice President of Scholastic Inc. and President of Scholastic Reading Club and E-Commerce commented, "Scholastic knows the significant difference books can make in any child's life, and we want to provide that opportunity to all children. That's why we have been long-time collaborators and supporters of Pajama Program. One Million Good Nights give books to needy children and teens when they most need the comfort and transformative power that reading provides."

Sprout is the first 24-hour preschool destination available on TV, on-demand, and online for children ages 2-5 and their parents and caregivers. Kindness Counts is Sprout's pro-social campaign that celebrates everyday thoughtful acts conducted by preschoolers while serving as a tool for parents to teach kindness and compassion. By partnering with Pajama Program on One Million Good Nights, Sprout enhances its Kindness Counts initiative, and helps parents teach children compassion through meaningful actions like donating pajamas for kids in need. Pajama Program is a perfect partner whose values coincide with Sprout's in helping parents provide a safe and warm sleeping environment each night for their child.

For more information about One Million Good Nights, please visit Pajama Program at: www.pajamaprogram.org

. Reach Pajama Program's headquarters at 212-716-9757.

About Pajama Program Pajama Program is a 501(c)(3) organization dedicated to delivering new, warm pajamas and books to children in need, many of whom are without parents and/or permanent homes. Pajama Program serves children ranging in age from newborn to 18 who live in group homes, shelters and temporary housing. Since 2001, Pajama Program has provided over 2 million new pajamas and books to children through 60 chapters across the United States. Pajama Program has received a 4-star rating from Charity Navigator, America's largest and most-utilized independent evaluator of charities. Pajama Program meets the Better Business Bureau's 20 charity standards, the highest ranking for non-profits.

SOURCE Pajama Program

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