



MetroPCS Back-to-School Campaign Raises \$36,607 for After-School All-Stars North Texas



MetroPCS Back-To-School campaign benefits the community through donations to After-School All-Stars North Texas and free school supplies for families in Dallas.

Dallas, TEXAS (November 2015) – MetroPCS hosted its second annual, successful Back-To-School campaign in August. Participating stores hosted in-store events, where MetroPCS employees handed out free cinch sacks filled with school supplies. Additionally, for every new phone activation at a participating dealer, MetroPCS donated \$1 to After-School All-Stars North Texas. After the successful month-long campaign, MetroPCS granted ASAS North Texas a total of \$36,607.

After-School All-Stars (ASAS) North Texas is a local nonprofit providing free comprehensive afterschool programming to keep children safe and help them succeed in school and in life. “One of the key concepts that we emphasize through ASAS programming is the importance of serving others,” said Executive Director of ASAS North Texas, Marissa Castro Mikoy. “We are proud to show ASAS students how a partner like MetroPCS is a great example of how to give back to the community.”

The MetroPCS charitable donation of \$36,607 will enable ASAS North Texas to provide at-risk students in Dallas with the skills and experiences necessary for success in and out of the classroom. ASAS North Texas programs range from mentoring and homework help to

performing arts and hands-on STEM learning. In this 2015-2016 school year, ASAS North Texas is providing programming in 3 schools, serving almost 250 students.

“I look forward to planning the MetroPCS Back-To-School campaign with my team every year,” says Suzy Kelley, MetroPCS Manager, Field Marketing, North Central Region. “It is such a great way for us to give back to the community and show how much we care for our customers.”

Executive Director of ASAS North Texas, Marissa Castro Mikoy said, “Thanks to the incredible contribution from the MetroPCS Back-To-School campaign, ASAS programming can continue to help students be safe and healthy, graduate high school and go on to college, find careers they love, and give back to their communities.”

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About After-School All-Stars

Founded in 1992, After-School All-Stars (ASAS) is a leading national provider of year-round, school-based, comprehensive afterschool programs. The organization’s mission is to keep children safe and help them succeed in school and in life. Every school day, students in low-income communities have access to free programs that offer academic support, enrichment opportunities, and health and fitness activities. Nearly 90,000 children from 15 U.S. regions benefit: ASAS serves Atlanta, Chicago, Hawaii, Las Vegas, Los Angeles, Newark, New York, North Texas, Ohio, Orlando, Philadelphia, San Antonio, San Diego, South Florida and Washington, D.C. For more information, visit www.as-as.org.

About MetroPCS

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