



*News for
Release*

**USA TODAY CONTINUES “SPIRIT OF THE USA”
CHARITY PROGRAM AS PART OF NEWSPAPER’S
25TH ANNIVERSARY CELEBRATION**

ThanksUSA highlighted today

FOR IMMEDIATE RELEASE

April 6, 2007

McLean, Va. – As part of USA TODAY’s 25th anniversary celebration, USA TODAY continues its “Spirit of the USA” 25-week charity program that highlights a different charity each week for 25 weeks.

The program began on March 30th and will continue every Friday through September 14th as USA TODAY thanks America for its support over the past 25 years by saluting the nation’s generosity. USA TODAY has selected 25 charities and will celebrate the work of one charity per week for 25 weeks both in print and online via a signature USA TODAY Snapshot as well as on a special 25th anniversary web site on www.usatoday.com.

This week’s highlighted charity is ThanksUSA, a non-partisan, charitable effort to mobilize Americans of all ages to "thank" the men and women of the United States armed forces, including the National Guard and Reserves, by providing college, technical and vocational school scholarships for their children and spouses. Readers are encouraged to learn more about ThanksUSA by viewing the Snapshot on today’s front page of USA TODAY and on www.usatoday.com as well as by visiting www.thanksusa.org.

"ThanksUSA's need-based scholarships for the kids and spouses of our troops is so important to our military families and is simply a great way for Americans to say 'thank you' to the brave men and women in uniform protecting our freedoms everyday," said General James L. Jones, USMC (Retired), ThanksUSA Director.

“I’m so proud of you all and how you have honored our troops and their families. Only God could have thought of something this cool to be a blessing to the families of America's bravest for scholarships. You're inspiring to me and my band, Kentucky Thunder. Keep up the good work,” said Grammy award-winning musician Ricky Skaggs.

Other charities scheduled to appear are: NARSAD: The Mental Health Research Association, Earth Day Network, Arbor Day Foundation, The Nature Conservancy,

Hispanic College Fund, Disabled American Veterans, National Multiple Sclerosis Society, National Center for Missing & Exploited Children, Ronald McDonald House Charities, Ducks Unlimited, MusiCares Foundation®, American Diabetes Association, the Humane Society of the United States and American Red Cross. Big Brothers Big Sisters was highlighted last week. The remainder of the 25 charities will be announced shortly.

“USA TODAY wanted to find a way to give back to the nation during our 25th anniversary celebration by celebrating causes that are closest to the hearts of Americans. We selected charities that represented a broad range of interests including environment, health, animals, arts, education, human services, and public benefits. We hope our readers will join us in saluting these charities,” said Susan Lavington, senior vice president of marketing, USA TODAY.

USA TODAY, the nation’s top-selling newspaper, will be celebrating its 25th anniversary on September 15th, 2007. It is published via satellite at 36 locations in the USA and at four sites abroad. With a total average daily circulation of 2.3 million, USA TODAY is available worldwide. USA TODAY is published by Gannett Co., Inc. (NYSE: GCI). The USA TODAY brand also includes: USATODAY.com, an award-winning news and information Web site that is updated 24 hours per day; USA TODAY Sports Weekly, a magazine for enthusiasts of professional football and baseball; and USA TODAY LIVE, the television arm of the USA TODAY brand that brings the spirit and quality of the newspaper to television.

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