



TELEMUNDO 48 / KSTS HELPS MORE THAN 700 SAN JOSE-AREA CHILDREN GET READY FOR SCHOOL WITH FREE BACKPACKS AND SCHOOL SUPPLIES

As Part of the Nationwide Education Initiative -- Aprender es Triunfar (To Learn is to Succeed) -- Hundreds of San Jose School Children Received Free Backpacks and School Supplies During the Station's First Back-to-School Drive

SAN JOSE, CA – (August 13, 2015) - Telemundo 48 Area de la Bahia / KSTS teamed up with The Family Giving Tree to host the station's very first "Back-to-School" drive on Saturday, August 8 at Washington Elementary School in San Jose, California.

The back-to-school event, which was held as part of Telemundo network's nationwide pro-social campaign "Aprender es Triunfar" (To Learn is to Succeed) and encourages students to pursue education in Science, Technology, Engineering, Arts and Mathematics (STEAM), attracted more than 1,000 families, including 700 San Jose-area school children. At the end of the back-to-school event, every child walked away with free backpacks and school supplies to help them prepare for the 2015 – 2016 school year. Telemundo 48's Weather Anchor Gabriela Dellan hosted the event that also provided useful tools and resources to help empower U.S. Hispanic families.

Telemundo 48 is Telemundo's local television station that serves Spanish-speaking communities in the Bay Area with the latest breaking news, information and weather. This event is one of many by which Telemundo 48 works hand-in-hand with community based organizations to help viewers thrive in their day-to-day lives.



More than 700 San Jose-area children received free backpacks and school supplies during Telemundo 48's first back-to-school drive held in partnership with Family Giving Tree on Saturday, August 8 at Washington Elementary School in San Jose.

About Telemundo 48

Telemundo 48 / KSTS is Telemundo's local television station serving the Spanish-speaking community throughout the Bay Area. Owned by NBCUniversal, the station is committed to providing viewers with breaking news and in-depth journalism with their award-winning team of reporters, offering the most up-to-date local news, weather, sports and entertainment headlines through a variety of platforms, including online at TelemundoAreaDeLaBahia.com and via mobile and social media channels.

About The Family Giving Tree

The Family Giving Tree is honored to celebrate 25 years of bringing hope and joy to those in need through their annual Back-to-School and Holiday Wish Drives. Serving more than 100,000 underserved children and individuals this year, the Family Giving Tree's Back-to-School Drive will provide an estimated 35,000 supply-filled backpacks this year to K-12 Bay Area students living below the federal poverty line. The Family Giving Tree's commitment to closing the educational gap for children living in-need happens because of the support received by donors, sponsors, drive leaders and valued volunteers. To learn more about the Family Giving Tree and how you might get involved, please visit: www.familygivingtree.org.

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