



For more information contact:  
David Laxton, Director of Communications  
800 442 2762 or 919 743 0204, ext 22  
919-599-7257 cell, or  
Scott Badesch, CEO  
800 442 2762 or 919 743 0204

For Immediate Release - April 21, 2009

## **Harris Teeter and Redbox Join Forces for Autism Awareness Month**

### **Fundraising Effort to benefit Autism Society of North Carolina**

To celebrate Autism Awareness Month, Harris Teeter and Redbox are teaming up to raise awareness and funds for individuals affected by autism. From April 22 through May 5, Harris Teeter will offer customers the opportunity to donate to the Autism Society of North Carolina at checkout. Both \$1 and \$5 donation cards are available.

As a bonus, Redbox will provide a free one-night movie coupon to those donating \$5 or more per visit. Redbox is a fully automated DVD rental system which features new release rentals for only \$1 per night.

“Harris Teeter has a long tradition of serving the communities of North Carolina,” says Scott Badesch, CEO of the Autism Society of North Carolina. “We are thrilled that both Harris Teeter and Redbox are championing the cause of autism awareness, especially since the rate of autism incidence is increasing in our state and in our schools.”

Harris Teeter operates over 100 stores in North Carolina. Harris Teeter believes that by giving back to its community, the company can build incredible neighborhoods for all of us. “We see getting involved in our communities - at the local store level and through corporate contributions - as an important part of doing business,” says Jennifer Thompson, Director of Communications for Harris Teeter. “We want vibrant neighborhoods because that’s where our associates and customers live.”

100% of the proceeds from Harris Teeter Autism Awareness donations will go to the Autism Society of North Carolina. The mission of the Autism Society of North Carolina is to provide support and promote opportunities to enhance the lives of individuals within the autism spectrum and their families.

#### **Background:**

Autism Spectrum Disorder (ASD), which includes Autism, Asperger’s Syndrome, and Pervasive Developmental Disorder—Not Otherwise Specified, is a lifelong developmental disability that typically appears during the first three years of life. Recent studies estimate that up to 1 of every 150 children born today will be affected by ASD. There are no prenatal indicators for ASD. Trained professionals make a diagnosis through observation and evaluation. Currently, there are an estimated 50,000 individuals with autism in North Carolina and more than 1.5 million people with ASD living in the United States.

The Autism Society of North Carolina was founded in 1970 by a group of parents who were concerned about the lack of diagnostic and treatment services for their children. Since then, the Autism Society of North Carolina has become the foremost source in the state for connecting people who live with ASD (and those who care about them) with resources, support, advocacy and information.

Additional information about Autism Spectrum Disorder and the Autism Society of North Carolina is available free of charge to North Carolina residents. To request a packet, please call 1-800-442-2762 or visit [www.autismsociety-nc.org](http://www.autismsociety-nc.org).