



King Technology is supporting Banyan Community, an organization that helps children to succeed in school by building life skills and healthy development.

A MOSAIC FOR CHARITY

KING TECHNOLOGY IS

commemorating 25 years of FROG products by giving back to a Minnesota community.

"This is the year that we wanted to thank everybody," says Joe King, CEO and chairman. "As our business grows, we try to give more and more back."

Visitors to the company's website can submit a photo and a few words about their experiences with FROG to be included in a mosaic. For every story shared, King Technology will donate \$25 to the Banyan Community organization, all the way up to \$25,000.

"Whether it's a pool owner who doesn't have to work as hard on his pool, or a dealer that has enjoyed repeat sales from satisfied customers, to an employee like myself that's been a part of this amazing culture of giving for 31 years...it just gives a voice to everybody," says Lynn Nord, product marketing manager at King. "By uploading your

photo and story, you're adding to a beautiful mosaic of all different kinds of people that have been impacted by the brand."

The Banyan group is a nonprofit rooted in the Phillips neighborhood of South Minneapolis. With input from their employees, King Technology chose the organization as the focus for this fundraising initiative.

"Minneapolis is one of the cities that was hit pretty hard this last summer," says Nord. "When we decided that we wanted to give back in celebration of our brand, this seemed like the perfect way to reinforce our values of family and community — by helping that community get through this and succeed for the future."

Banyan's programs support youth to develop a positive self-image, learn social and life skills, succeed in school and ultimately overcome the cycle of generational poverty.

"Banyan's programs help children succeed in school by building life skills and developing them into assets," says King. "They cultivate healthy relationships with their children and youth. That, in turn, strengthens the families, along with the Banyan staff, and [parents] learn how to become advocates for their children, which in turn, strengthens the community."

"It's our company's vision to enrich lives daily," adds Nord, "and giving back is a big part of that." ~



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