



Dear Munchkin Family,

I started Munchkin 30 years ago, and as most of you know, our brand is known for our colors. Our infant and toddler products, our logo, and our people. For a company built on colors, it is clear that we must do more to create a world that values the diversity of our communities.

There is no question that I grew up privileged. I went to some of the best schools, had access to leading clubs and organizations, and my parents paid for my education. My children were afforded this same privilege. And although I have given them a lot of advice, I never had the need to tell them to be careful when they simply walk the street, jog in the park, or get pulled over by police. I have never told them that even if they work harder or smarter than their peers, they may not get every opportunity they deserve solely due to the color of their skin. I have never gone to sleep praying that they are not victims of racial prejudice.

Last Monday, George Floyd was killed. I urge every parent to close their eyes and imagine that George Floyd was your loved one. What would you do? What could you do? There are too many George Floyds, Ahmaud Arberys, and Breonna Taylors to count and too many to ignore. Eradicating racism is the responsibility of every single one of us, especially the privileged.

Starting today, we will donate 100% of the profits of every Monday's sales on Munchkin.com to different organizations that incorporate anti-racism curriculum which teaches our youngest generation, pre-K to primary ed, how to be inclusive and the value of all radiant colors.

Please write us at radiantcolors@munchkin.com and let us know which programs, organizations, teachers, or schools you would nominate to receive our help. We will keep you posted on who we partner with so that you can help spread the love with us.

"No one is born hating another person because of the color of his skin, or his background, or his religion. People must learn to hate, and if they can learn to hate, they can be taught to love, for love comes more naturally to the human heart than its opposite." – Nelson Mandela

LOVE IS LOVE IS LOVE....

Warm regards,

A handwritten signature in black ink, appearing to read "S. Dunn", written in a cursive style.

Steven B. Dunn
CEO, Munchkin Inc.