



## HIGHROADS BECOMES CORPORATE SPONSOR FOR *KEVIN YOUKILIS HITS FOR KIDS*

HEALTH & WELFARE BENEFITS MANAGEMENT FIRM TEAMS WITH RED SOX FIRST BASEMAN TO SUPPORT LOCAL CHILDREN'S CHARITIES

BOSTON, MA (July 15, 2008) — HighRoads, the company helping Fortune 500 employers deliver high-quality and cost-effective health and welfare benefits, is partnering with *Kevin Youkilis Hits for Kids* to raise funds and volunteer efforts to benefit children in New England.

*Kevin Youkilis Hits for Kids* rallies local and corporate support for existing community-based charities and organizations dedicated to improving the health and well being of children. Founded last year by Boston Red Sox first baseman Kevin Youkilis, the charitable organization provides much needed resources to help children's charities and medical research programs deliver essential services.

HighRoads will donate time, corporate advocacy and fundraising support for *Kevin Youkilis Hits For Kids*, extending the group's focus on building a community of support and awareness for charitable organizations that advocate for the well-being of children.

"Kevin's charity is doing an incredible job of matching the right resources with the greatest need," said Paul Daoust, HighRoads chairman and CEO. "We are proud and honored to support his organization, and help strengthen the health and welfare of children and families in our community."

*Kevin Youkilis Hits for Kids* annually sponsors organizations with a clear and defined need for outside support including:

- [Christopher's Haven](#) : Provides lodging for young cancer patients and their families seeking world-renown treatment, far from their homes.
- [Joslin Pediatric Health Services](#): Cares for over 2,500 pediatric patients including more than half of the young people with diabetes in Eastern Massachusetts.
- [The Italian Home for Children](#): Provides a comprehensive network of services to at-risk boys and girls between the ages of 4 and 14.

For more information about Kevin Youkilis *Hits for Kids* program, visit [www.youkskids.org](http://www.youkskids.org). To get involved through HighRoads' corporate team, email [hitsforkids@highroads.com](mailto:hitsforkids@highroads.com).

#### ABOUT HIGHROADS

HighRoads, Inc. ([www.HighRoads.com](http://www.HighRoads.com)), is the only company providing employers year-round access to real-time, unbiased benchmarking data for HR plans and pricing for complete market visibility. HighRoads HR managed service aggregates HR plan and supplier information into a central repository, dynamically fueling its real-time benchmarking tool, The Lab™, while automating the entire HR supplier management process. HighRoads has automated HR processes for more than 100 *Fortune* 500 employers along with 700 of their vendors, consultants and outsourced administrators. Clients include some of the world's largest companies, such as General Dynamics, Honeywell, IBM, Kraft, Staples and Textron. Founded in 1999, HighRoads is a privately held company headquartered in Woburn, Mass.

#### ABOUT KEVIN YOUKILIS *HITS FOR KIDS*

Kevin Youkilis *Hits for Kids* is a charitable organization focused on raising support and awareness for the health, advocacy, safety, and well-being of children. Rallying the support of individuals and businesses Kevin Youkilis *Hits for Kids* teams up with existing community-based children's charities and medical research efforts, which currently lack sufficient funding. Kevin Youkilis *Hits for Kids* also identifies and partners with businesses that can deliver products and services to children in need, on the behalf of Kevin Youkilis *Hits for Kids*. To learn more about Kevin Youkilis *Hits for Kids*, or to make a donation, please visit [www.youkskids.org](http://www.youkskids.org).

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