

PARENT
LETTER

Smith's

Earn
& Learn

Smith's is giving \$1,000,000 to Schools!

Dear Parents:

Earn money for your child's school every time you use your **rewards** card at Smith's! With your support, Smith's Earn & Learn program has already contributed \$14.8 million to schools. This school year, Smith's will be contributing another \$1,000,000 to local participating schools.

Sign-Up is Easy!

To enroll, simply present this letter and your **rewards** card to your cashier during your next visit to Smith's. Your cashier will scan the barcode on this letter to link your child's school to your card. Then, use your **rewards** card every time you shop to help earn money for your school! Your enrollment will be valid until 7/31/2012.

If you have participated in Smith's Earn & Learn before, you must re-enroll each year. Enrollment for school year 2010-2011 expired 7/31/2011.

How Your Earnings Add Up

Smith's is giving \$1,000,000 to schools this year. Your school's share will be based on the percentage of purchases made by Earn & Learn participants linked to your school compared with purchases made by all Earn & Learn participants. The more purchases made by participants linked to your school, the more your school will earn. The points earned towards Earn and Learn will in no way affect any other points you may be earning i.e. fuel, or other programs.

For example, if Earn & Learn participants linked to your school purchase 1% of all Earn & Learn purchases, Smith's will donate 1% of \$1,000,000 to your school, or \$10,000.

How Are Funds Distributed?

The accumulation period for this year is 8/1/11 through 7/31/12. Next August, a check will be mailed to your school.

Note: Schools must register with Smith's Earn & Learn to receive a donation. Eligible schools must be a qualified 501(c)(3) nonprofit, state-accredited, K-12 school located within Smith's operating areas in Montana, Wyoming, Idaho, Utah, New Mexico, and Elko / Wendover (Nevada).

To sign up or learn more about Smith's Earn & Learn, visit our website at www.SmithsFoodAndDrug.com.

Madison Middle School

Albuquerque, NM



Enrollment Barcode

Cashier: To enroll **rewards** card in Smith's Earn & Learn program for this school, scan customer's **rewards** card, then scan this barcode.