

PARENT
LETTER

Smith's

Earn
& Learn



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

Dear Parents:

It's Earn & Learn time again! That means that you can earn money for your child's school just by using your Fresh Values Rewards Card when you shop at Smith's! With your support, this program has earned schools 8.3 million dollars over the past several years. This year, Earn & Learn will be contributing a total of one million dollars to schools in communities in which Smith's operates. Please read through this letter for details on how this program works...and how you can help raise money for your school!

Sign-Up is Easy!

To enroll, simply present this letter and your Fresh Values 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, simply use your Fresh Values Rewards Card every time you shop to help earn money for the school! Your enrollment is valid from June 2009 through the 2010 school year. (Please note that you can link just one school per household to your Card.)

How Your Earnings Add Up

As mentioned earlier, Earn & Learn will be contributing one million dollars to be divided among participating schools. The amount your school receives from Earn & Learn will be based on purchases at Smith's by families at your school. For example, if families at your school are responsible for five percent of the total purchases, your school will receive five percent of the total fund. Just remember to use your Fresh Values Rewards Card every time you shop at Smith's. The more you use it, the more your school earns!

How are Funds Distributed?

The amount your school earns will be paid via check and will be delivered to your school. These contributions will be delivered annually in the fall of the year following each Earn & Learn tracking period.

For further information, please call 1-800-764-8897, or ask your Smith's cashier for a sheet listing the terms and conditions of this program.



Smith's Cashier:

Please scan customer's Fresh Values Rewards Card at the beginning of the order, then scan the above barcode. The customer's card will automatically be enrolled in Smith's Earn & Learn Program.