



Price Chopper's "Tools for Schools" Continues to Help Local Schools Earn Needed Equipment!

Dear Educators and Parent Organization Leaders,

Price Chopper is launching the seventh year of its *Tools for Schools* program, from *September 14 through February 14, 2009*, and we look forward to your continued support. Because of your enthusiasm and support, this program is successful and benefitting your students!

Everything the parents of your students buy at Price Chopper will contribute to points earned (tape value) and your school has an opportunity to redeem these for equipment. Additionally, when they buy specially marked items, they will earn double points!

★ The top 200 schools will receive a **Free Califone Wireless Presentation Pro System** (\$623 value).

- Top 100 Schools Based On Total Tape Value
- Top 100 Schools Based On Total Tape Value Per Student Ratio*

★ 2 Grand Prizes 350,000 Bonus Tape Value Points

- Top School Based On Total Tape Value
- Top School Based On Total Tape Value Per Student Ratio*

LOOK FOR THE SIGNS TO FIND YOUR DOUBLE POINTS ITEMS!



The more shoppers your school signs up, the better your chances for winning!

To get the most from this program and ensure increased participation this year, make sure that every parent knows about it. Be sure to hang the special posters we've enclosed. There are also a lot of materials in the Guide Book that you can copy and use to publicize this program. If you'd like any additional materials, call Program Headquarters at 1-800-352-4658. Please have your school's code available when calling.

We're proud to support the communities in which we do business. We encourage your participation and look forward to rewarding your effort again with *Price Chopper's Tools for Schools Program!*

Sincerely,

Neil M. Golub
President and CEO,
Price Chopper Supermarkets

*There is a minimum of 50 students used to calculate the ratio.