

New Information

Campbell's Labels for EducationSM

FAQ



Q: What is changing about the program?

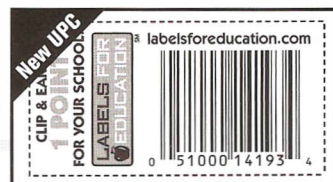
A: The program is not changing in the way that we award free merchandise to schools, but we are enhancing the **Labels for EducationSM** program to better serve the schools and children who benefit from the program. Research shows that students thrive when they participate in enrichment programs in the Arts, Athletics, or enhanced Academics, yet school districts find it increasingly hard to pay for such offerings. Our new focus on Arts, Athletics, and Academics aims to help support schools by providing the resources they need to support these vital aspects of education.

Q: What are the enhancements to the program?

A: Over the next several months, we will roll out a number of tools, partnerships, and programs designed to support parents, especially coordinators, in their role. We aim to inspire enthusiasm, provide information that supports involvement, and resources that make the job easier. Watch for details in newsletters and the website!

Q: Which UPCs can be redeemed?

A: All UPCs from participating **Labels for EducationSM** products may be redeemed regardless of point value or logo featured. Any logo that does not specify a point value is still eligible for redemption.



Q: How can I find out about bonus points and promotions?

A: Sign up for the e-mail newsletter at www.labelsforeducation.com. At the website, you'll also find helpful tips for running a collection program, a forum for coordinators, and other resources.

Attention Coordinators: photocopy this page and give it to parents.