



# CASH FOR YOU CASH FOR YOUR SCHOOL



Dear Coordinator,

It's time to get ready for another great school year with Box Tops for Education! **General Mills, Ziploc®, Juicy Juice® and H-E-B** are proud to bring you this exciting offer to help you earn cash for your school through Box Tops for Education.

Beginning 9/1/10 and continuing through 10/5/10, H-E-B will feature savings on many General Mills Box Tops for Education brands and give you extra ways to earn cash for your school. Here are the details:

instant:

get **70** bonus box tops (\$7 value to participating school)

+ **\$5 off** your next shopping visit (via checkout coupon)

when you buy any **10** participating\* Box Tops for Education products.

Purchases must be made in one shopping visit between 9/1/10 and 10/5/10. Box Tops certificate will print at register.

bonus & sweeps:

Look for this box in store to earn **2 BONUS BOX TOPS** (20¢ value)

+ enter for a chance to win **10,000** Bonus Box Tops! (\$1,000 value to participating schools)



NO PURCHASE NECESSARY TO ENTER OR PLAY. Many will enter, few will win. You must be a legal resident of the U.S. to be eligible to win. Sweepstakes starts 6/28/2010 and ends 3/31/2011. To enter without purchase and an equal chance to win, hand print your name, address, zip code and daytime phone number on a 3" x 5" piece of paper and send to: HEB Back to School 10,000 Bonus Box Tops Sweepstakes, P.O. Box 43664, Atlanta, GA 30336. Limit one request per outer envelope postmarked by 3/31/2011. Only winners will be notified by 4/30/2011. Odds of winning prize are 1 in 26,800. Total value of all prizes \$5,000. For a copy of Official Rules, send a stamped, self-addressed envelope to HEB Back to School 10,000 Bonus Box Tops Sweepstakes, P.O. Box 43664, Atlanta, GA 30336, to be received by 3/31/2011. Void where prohibited. Sponsored by General Mills Sales, Inc., Minneapolis, MN 55440.

Enclosed are the following:

- 1 Parent letter** that you can copy and distribute to parents throughout your school and community to help you spread the word about Box Tops for Education at your school.
- 2 Box Tops participating product list**
- 3 New brands sheet** to distribute with details about new brands with Box Tops in 2010
- 4 Collection sheet** for you to copy and distribute to teachers, students and parents for posting Box Tops.

Make sure to take advantage of the above Box Tops for Education offer and look for Box Tops on hundreds of your favorite items throughout the store all year long! Thanks for all of your hard work and support! **General Mills, Ziploc®, Juicy Juice® and H-E-B** are proud to partner with your school and Box Tops for Education.

\*For a complete list of Box Tops for Education products, visit [www.boxtops4education.com](http://www.boxtops4education.com)

