

# Making a Difference

## Label Program Offers Bonus for Caring and Sharing

(NAPSA)—Labels for America™, a new feature of Campbell's Labels for Education™ program, makes label collecting fun for schools while encouraging volunteerism through learning, caring and sharing.

As a bonus for completing community volunteer projects, registered schools are eligible for 500 Labels for Education bonus labels for each program completed up to a total of 2,000 labels per school. School representatives simply fill out an official form highlighting the school's accomplishment. The bonus labels can be combined with labels from Campbell products to redeem free educational merchandise from the Labels for Education catalog.

### Start Earning Today

Visit [www.labelsforeducation.com](http://www.labelsforeducation.com) for suggested volunteer projects. If your school is already helping your community, simply fill out the participation form and earn bonus labels today.

Over the last 29 years, Campbell Soup Company has provided nearly \$100 million of free educational equipment to schools nationwide. Participation is easy. Clip labels from Campbell products, take them to a participating school, and the labels can be redeemed for free educational equipment. There is no limit to the number of items a school can receive.

### Experience America Contest

To celebrate Labels for America, Campbell has launched the Experience America essay contest. Three schools will each win a grand-prize trip to Washington D.C. for 10 students and 10 chaperones.

For their school to be eligible, students must enter an essay of 100 words or less describing how they learn, care and share in their community. All entries must be received by Nov. 30, 2002.

### SUGGESTED VOLUNTEER PROJECTS

#### NEA's Read Across America

- Create a reading club and encourage mentoring among students.
- Celebrate Children's Book Week, National Poetry Month or Dia de Los Libros as part of your literacy project.

#### Safe America®

- Develop an Internet safety pact between parents and students to protect children from predators.
- Review safety precautions for traveling to and from school.

#### Special Olympics SO Get Into It™

- Participate in the SO Get Into It program—a service-learning curriculum developed to explain mental retardation to students.

#### V8 Splash® April Pools Day

- Introduce children to water and promote the importance of pool safety.
- Contact USA Swimming about "April Pools" Day.

#### Stamp Out Hunger

- Make Mondays "Stamp Out Hunger" day—ask students to bring a non-perishable grocery item to school to benefit a local food bank.
- Participate in the annual National Association of Letter Carriers' Food Drive in May.



To learn more, log onto [www.labelsforeducation.com](http://www.labelsforeducation.com), call 1-800-424-5331 or write to Campbell's Labels for Education, P.O. Box 3130, Grand Rapids, Minnesota 55745-3130.