

School News & Notes

Labels For Education™ Offers “Souper” Way To Earn Free School Equipment

(NAPSA)—Through the generosity of communities across America, schools can obtain free educational equipment, such as sporting goods, computer software, passenger vans and musical instruments. In 2002, anyone can help keep the season of giving going by collecting labels through the Campbell Soup Company’s 28-year-old Labels For Education program.

Helping schools is as simple as collecting labels from participating Campbell products—many of which are probably already in your pantry. Try these collecting tips for more ways to help your school in 2002.

2002 Label Collecting Tips

January—Start an e-mail chain by sending a message to everyone on your distribution list encouraging them to save labels for your school. Ask them to pass it on.

February—Invite friends and family to a weekend soup and sandwich luncheon and have them bring along the labels they’ve collected during the week.

March—Volunteer at your school to help count labels.

April—Encourage your local grocer to get involved. Ask them to supply a label redemption box at the front of the store so shoppers can donate labels to your school.

May—Enlist the participation of the local fire and police departments, post offices, churches and senior centers. Create a community label drive contest to see which group can collect the most labels.

June—Be sure to send your collected labels to your local school before the June 1 deadline.

Simple Steps for “Souper” School Status

Campbell has honored a host of “souper” schools for their participation in the Labels For Education program with special student assemblies that offer the chance to earn thousands of bonus labels on the spot.

In many instances, it was community involvement that helped the schools achieve “souper” status. Teachers, students, parents and friends worked together to



At Labels For Education school assemblies, students (such as Kelci Williamson, above) have the chance to grab for bonus labels to be redeemed for free educational equipment.

collect labels from participating Campbell brands, including Campbell’s® soups, beans and juices; Franco-American® pasta; Pepperidge Farm® bread, cookies and Goldfish® crackers; Prego® sauces; Pace® salsa and picante sauces; Swanson® broths and poultry; V8® 100% Vegetable Juice; and V8 Splash® juice drinks.

Since 1973, more than 80,000 schools and organizations nationwide have received more than \$90 million worth of essential educational supplies and equipment. Best of all, there is absolutely *no limit* to the number of items schools can receive.

Jeanne Polaski, principal of Warrendale Elementary near Detroit, believes that the program plays a key role for her school: “Since we began participating, we have been able to redeem more than \$6,000 of free educational merchandise through the program, including a copy machine, camera, stereo, books and more.”

The Labels For Education program runs through June 1, 2002. For more information or to enroll your school, call 800-424-5331, visit www.labelsforeducation.com or write to Campbell’s Labels For Education, P.O.Box 3130, Grand Rapids, Minnesota 55745-3130.