

NEWS

OF EDUCATION

Schools Reach High Note With Labels For Education™

(NAPSA)—American schools too often experience cutbacks in their art-related curriculum. Campbell's Labels For Education™ program is helping schools meet these needs by adding musical equipment to its long list of merchandise available for redemption.

This year, the Labels For Education™ catalog will offer clarinets, trumpets, pianos and more to complement the hundreds of other available educational items.

"Campbell has been committed to education for 28 years," said Anne Pizarro, program director of Campbell's Labels For Education. "With more than \$90 million in free educational equipment redeemed since 1973, this program truly serves as an excellent way for schools to gain much-needed items that they may not have been able to afford due to budget restrictions."

Today, more than 80,000 schools and organizations in the United States are registered in the Labels For Education program. Schools that redeem labels can earn items like computers, software, sports equipment, educational videos, musical instruments and even passenger vans. Best of all, there's absolutely no limit to the number of items your school or organization can receive by taking part in Labels For Education.

To participate, simply turn labels into your school 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 poul-



Through a popular program, schools can redeem food labels for needed equipment.

try; V8® 100% Vegetable Juice; and V8 Splash® juice drinks.

Use these tips to help get your school involved in Labels For Education:

September: Attend your child's "back-to-school" parents meeting and volunteer to help on or start a label collection committee.

October: Start an e-mail chain—send an e-mail to everyone on your distribution list encouraging them to save labels for your school. Ask them to pass it on.

November: Encourage community members to support the needy and help local schools at the same time by donating food during the holiday season. Ask the food bank to save labels from the donated food for your school.

December: 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.

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