

POINTERS FOR PARENTS

Easy Way To Help Fund Field Trips

(NAPSA)—Many parents and educators agree: To get kids to learn, you have to get them away from school.

School field trips, they say, are an important component of children's education. Field trips offer experiential learning in real-world settings and they have long been a popular school activity. In fact, according to the Lemelson-MIT Invention Index, hands-on activities outside the classroom, such as field trips, are one of the most effective ways to engage youth ages 12 through 17.

The Problem

Unfortunately, though, one in four schools in the U.S. is being forced to cut or even eliminate field trips due to budget cuts, reports the American Association of School Administrators.

An Answer

To help fill the gap, one major company committed half a million dollars to help keep school field trips a part of the educational curriculum. Parents, teachers and everyone else can try to help their schools win a share of the cash by participating in an online sweepstakes.

What You Can Do

You can enter the sweepstakes at www.Facebook.com/Kleenex. Click on the "Field Trips" tab at the top of the page and vote for your favorite participating school. There, you can also register the school of your choice by clicking the "Register a School" box and filling out the form. Voting ends September 14. The 100 U.S. schools that finish with the most votes get a \$5,000 award.

In addition, this back-to-school season you can find a new line of



Educational activities both inside and outside the classroom help engage students in a variety of topics.

Kleenex brand on-the-go tissue packs with Sneeze Shield to make it easy to help keep stuff off kids' hands in the classroom, on field trips, at home or wherever kids go.

What's Available

- The wallet pack. It is thin and sleek, so you can always keep a tissue on hand. The trendy design and convenient size make it the perfect accessory for hip tweens and teens.

- The auto pack. It fits neatly in the car door pocket or glove compartment—no need to lug around a box of tissue or fumble for a tissue while driving.

- The new and improved pocket pack. A long-time favorite has been improved to feature three-ply tissue.

The company is committed to education year-round and is the only facial tissue brand to participate in the Box Tops for Education program, which offers households with school-age children an opportunity to earn cash for their child's school.

Learn More

For further information, visit www.Kleenex.com and www.Facebook.com/Kleenex.