



PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Kristy Drexel
Phone: 248-546-3382

HELP YOUR SCHOOL GET FREE MERCHANDISE!
Campbell's *Labels For Education*SM Program Awards Free Educational Merchandise

Over the last 30 years, Campbell's *Labels for Education* program has awarded more than \$100 million in FREE merchandise to schools nationwide. This school year, America's longest-running educational program of its kind is partnering with Amazon.com and Publications International, Ltd., to provide even more bonus point opportunities. Together, they have launched a new on-line store that offers attractive **Campbell cookbooks full of easy family-favorite recipes. Each cookbook purchased earns 125 points for the school designated by the buyer.**

To kick-off this year's points-collection drive, Northwood Elementary is asking parents, teachers and friends in the community to visit www.lfecookbooks.com and select from the many Campbell cookbooks. Each purchase will enrich our school's *Labels for Education* account with points that can be redeemed for free educational merchandise. For a complete list of products and point values, visit labelsforeducation.com.

You can help Northwood Elementary earn free merchandise, including computers, audio and visual equipment, physical education equipment, reference books, musical instruments, or even a mini-van, simply by collecting Campbell product proofs of purchase and forwarding them to Northwood Elementary.

It's easy to pitch in. Simply purchase one of the beautifully designed Campbell -cookbooks on-line at www.lfecookbooks.com and during the checkout process, designate our school to receive the 125 points per book.

For more information on how to be a part of Northwood Elementary's *Labels for Education* collection drive, contact the school coordinator, Kristy Drexel, at 248-546-3382.

The 2009-2010 program runs until June 1, 2010.