



COLONIE CENTER \$CHOOL BUCK\$

2010-2011 Program Info

Colonie Center wants to help you earn money for your school!

Every time you, your family, and your friends shop at Colonie Center, you help your favorite participating school earn points. At the end of the school year, Colonie Center will give away **\$20,000** in cash prizes to the top 10 schools!!

Here's how it works...

Bring your original cash register receipts from ANY Colonie Center store to the Guest Services Desk (located on the lower level of the mall between CVS and Glennpeter Jewelers) and your school will receive **1 SCHOOL BUCKS POINT** for each dollar shown!



EVERY SCHOOL HAS A CHANCE TO BE A WINNER!

Cash prizes will be awarded to the winning schools at the end of the program:

1st Place: **\$8,000** 2nd Place: **\$4,000** 3rd Place: **\$2,000**
4th Place - 8th Place: **\$1,000** each 9th Place - 10th Place: **\$500** each

Rules:

- The School Bucks Program is not a receipt drive. It is based on actual dollars spent by personal visits of family members, friends, and supporters of each participating school.
- Store employees may not be used to collect receipts for participating schools.
- Receipts must be redeemed within 60 days of purchase date.
- Receipts will be collected from August 1, 2010 to June 3, 2011.
- Winning schools must be present at final award ceremony to receive prize.
- Schools in violation of program rules may be subject to removal from the school bucks program.



COLONIECENTER



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2010-2011 Bonus Points Info

Colonie Center strives to give your school the tools to promote the \$chool Buck\$ program in a manner that is easy and convenient for you to implement. In addition to the flyers we provide you, here are some ways to earn BONUS POINTS for your school, AND enhance your curriculum!

- 1. PUBLICITY POINTS:** For every extra effort in promoting participation in the \$chool Buck\$ program, your school will earn 1,000 points.

*Examples: PTA/Booster Club/Principals newsletters, student newspapers, back-to-school supply lists, athletic programs, banners or signs on display during school events, school calendar, school website, bulletin board postings, Church bulletin, etc.

*Schools may earn a maximum of 10,000 Publicity Points per school year. *Samples, copies, or photographs must be provided within 60 days to:

Mall Management Office
131 Colonie Center
Albany, NY 12205
ATTN: School Bucks Program

- 2. HOLIDAY PHOTO POINTS:** Have your photo taken with Santa or the Easter Bunny, and your photo receipt will be redeemable for DOUBLE POINTS! Be sure to check www.shopatcoloniecenter.com for the arrival dates of Santa and the Bunny!
- 3. PERFORMANCE POINTS:** Bring your school's choral group to participate in the Colonie Center Holiday Music Program between December 1 and December 23, and earn **10,000** Points! If your school is interested in participating, contact Anna in the Mall Management Office at 518-459-9020 x225 to schedule a performance.
- 4. BARNES & NOBLE BOOK FAIR POINTS:** Hold a book fair at Colonie Center's Barnes & Noble Store, and receive **5,000** Points! Contact Marisa at Barnes & Noble (438-1728) for more details!
- 5. TIPS FOR INCREASING POINTS:**
 - Involvement local businesses affiliated with your school (through parents, sponsorships, etc.) by asking them to promote \$chool Buck\$ to their employees and customers!
 - Purchase school supplies, auction items, or staff incentives (including Colonie Center Gift Cards) from Colonie Center Stores!
 - Save and redeem your movie ticket receipts from Regal Cinemas for easy points!
 - Be sure to check www.shopatcoloniecenter.com for additional BONUS POINTS opportunities as they arise during the 2010-2011 school year!

