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For more information, visit www.KidsFirstCouponBook.com or call (423)498-7212.

Kids First Coupon Book

The 35th annual Kids First Coupon Book sale begins on Friday, September 9. For two weeks, students in the Hamilton County elementary schools will be selling the nearly 200-page booklets that cost only \$10 and feature hundreds of dollars in savings from area stores, restaurants, attractions, and service providers. See all savings here.

During the past 34 years, the Kids First Coupon Book has generated over 12 million dol-

lars in direct revenue to the schools. Unlike other school fundraisers, Kids First is produced by the non-profit Fund for Excellence. All proceeds stay in Hamilton County for the benefit of local schools. The schools keep \$7 for every book sold, and the money is allocated according to their individual needs to pay for things like technology upgrades, art supplies, playground



Food City Kicks Off School Bucks Challenge

Food City to award \$700,000 to local schools

ABINGDON, VA (Monday, September 5, 2022) – Food City has once again pledged \$700,000 in contributions for the upcoming school year. With Food City's School Bucks Challenge, it's easy to earn reward points. For every \$1 you spend, using your Food City ValuCard, you'll receive 1 point.

"Our Food City School Bucks Program has provided much-needed support for thousands of schools

throughout our market area and our School Bucks Challenge makes points collection easy and efficient," says Steven C. Smith, Food City president and chief executive officer.

The 2022-2023 School Bucks Challenge begins September 7, 2022 and continues through May 9, 2023. To ensure your points credit to the school of your choice, simply go online to

<https://www.foodcity.com/schoolbucks> to link your Food City ValuCard to your preferred

school.

Food City has pledged \$700,000 for the upcoming school year. School allocations are based upon the percentage of customer purchases assigned to each school. Schools can monitor their progress biannually online at foodcity.com.

"Food City is committed to supporting the education of our youth," said Smith. "Since the program's inception, we've awarded over \$21,400,000 in much-needed educational equipment and tools to more than a thousand participating

area schools".

For more information about the new Food City School Bucks Challenge, please contact your local school, visit foodcity.com or contact the Food City School Bucks Coordinator, Lisa Johnson at 1-800-232-0174.

Headquartered in Abingdon, Virginia, K-VA-T Food Stores (Food City's parent company) operates 140 retail outlets throughout southeast Kentucky, southwest Virginia, east Tennessee, north Georgia, and Alabama.