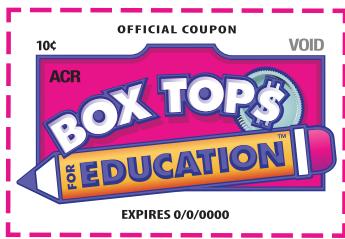




Dear Families,

Big changes are coming to the Box Tops for Education Program, and you're the first to know!

Over the summer, you'll begin to see some participating brands change their packaging from the traditional Box Tops clip to the new Box Tops label.



SEE THIS...
CLIP IT



SEE THIS...
SCAN
YOUR RECEIPT

Going forward, instead of clipping from packages and checking expiration dates, all Box Tops will be earned digitally by scanning your receipt. The Box Tops for Education team is hard at work building a NEW-and-improved, user-friendly Box Tops mobile app that will be ready this summer.

The new app will feature state-of-the-art technology that allows you to scan your store receipt, find participating products and instantly add Box Tops to our school's earnings online.

**WHEN THE NEW APP LAUNCHES, BE SURE TO
DOWNLOAD IT OR UPDATE YOUR EXISTING APP:**



As we mentioned above, some brands have already started to update their packaging in advance. Until the new app launches, if you see the new Box Tops label on packages, you can use the current Box Tops Bonus App to earn Box Tops for that product. Simply download the app, select the bonus offer for the product you've purchased and scan your receipt to earn.

If you still have traditional Box Tops clips at home, be sure to send them to school. We will still earn cash for all clipped Box Tops until they expire. Better yet, once the new app launches, you can "double dip" during the packaging transition by clipping the traditional Box Tops AND scanning your store receipt containing participating products.

Thanks for helping our school get what it needs!

**LEARN MORE ABOUT THESE CHANGES AT
BTFE.COM/SNEAKPEEK**