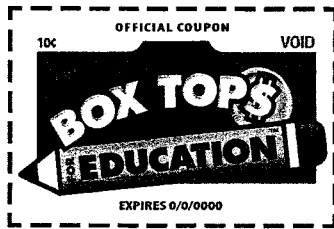




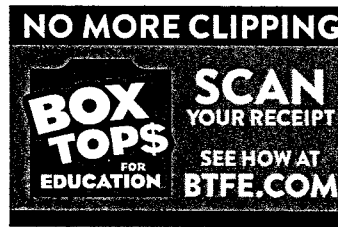
Dear Families,

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**

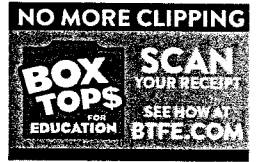


# EARN CASH FOR OUR SCHOOL

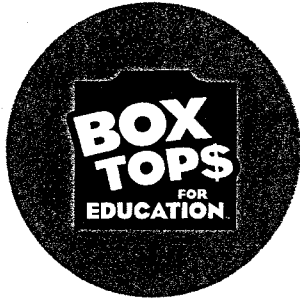
NO MORE CLIPPING. ALL YOU NEED IS YOUR SMARTPHONE.

The NEW and improved Box Tops mobile app uses state-of-the-art technology to scan your store receipt, find participating products and instantly add Box Tops to our school's earnings online.

LOOK FOR THE NEW LABEL:



## HERE'S HOW IT WORKS:



### BUY

#### BOX TOPS PRODUCTS

You can find Box Tops on hundreds of products throughout the store.



### SCAN

#### YOUR RECEIPT

Use the app to snap a photo of your receipt within 14 days of purchase.

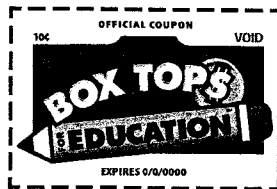


### EARN

#### CASH FOR OUR SCHOOL

Box Tops earnings are identified and automatically updated at BTFE.com.

You do not need to clip or send Box Tops labels to school.



## BOX TOPS CLIPS ON PACKAGES

Traditional Box Tops clips are being phased out of production but may continue to be found on many products throughout the store as packages transition to the new Box Tops labels. You can still clip these and send them to school. Please make sure each clip has a valid expiration date.



### BUY

BOX TOPS PRODUCTS



### CUT

OUT THE BOX TOP FROM EACH PACKAGE



### SEND

YOUR BOX TOPS TO SCHOOL

SEE PRODUCTS & LEARN MORE ABOUT THE BOX TOPS APP AT BTFE.COM

THE ALL-NEW BOX TOPS IS HERE! DOWNLOAD THE APP:

