



Dear Parents:

I invite you, your family, friends, and business colleagues to participate in the My School's Cool program coordinated by The Shops at Tanforan from September 1, 2009 – June 15, 2010.

My School's Cool is a program designed to raise money for local schools. There is one basic way for each school to earn points...shopping at the mall!

**Mall Sales Receipts:**

Each dollar spent at the mall earns the participating school one point. Receipts will be rounded to the next whole dollar at .51 cents.

There are also many other opportunities to earn points! The below grid outlines these additional opportunities:

**How to Earn Points:**

<i>Points Earned</i>	<i>How to Earn Them</i>	<i>Details</i>
1 point per dollar	Mall Sales	Submit mall sales receipts and Century Theatres (Tanforan) movie ticket stubs. Every dollar spent at the mall earns your school 1 point. Receipts must be dated within the program dates of September 1, 2009 to June 15, 2010 to earn points.
2 points per dollar	Mall Sales	Receipts from these retailers earn double points: American Eagle, Bakers, Bath & Body Works, Dress Barn, Finish Line, Forever 21, G by GUESS, Hallmark, Journeys, Justice, New York & Company, Old Navy, Perfumerie, Sunglass Hut, Takken's Shoes, Tilly's, and Victoria's Secret.
2 points per dollar	Mall Sales	Double Point Days – Tasty Tuesdays! Make a minimum \$5 food court purchase between 4-9 pm and receive double points.

## How to Earn Extra Credit Points:

<i>Extra Credit Points</i>	<i>How to Earn Them</i>	<i>Details</i>
2 points per dollar	Watch a Movie	Watch a movie at Century Theatres (Tanforan) Monday – Wednesday receive 2 points per dollar, per ticket stub.
200 per participant	Attend Mall Events	Schools will receive points for each participant* that signs in and out for their school at The Shops at Tanforan table on the day of an event.  *Each participant must be at least five years old and sign in no later than 20 minutes after the start of an event, and must also sign out at the end to earn points. Both signatures are required in order to qualify for the 200 points. Points will not be awarded for only one signature.
250 per hour worked	Volunteer	Schools will earn points for providing volunteers to assist at an event or with a particular program. Volunteer opportunities will be mentioned in the MSC newsletters
100 points	The Club	Each person who joins The Club, The Shops at Tanforan's monthly e-newsletter, will earn 100 extra credit points for their school.
10 points per card	Mall Gift Cards	Purchase a mall gift card at the mall management office and receive 10 points per gift card.
100 points	Easter/Santa Photos	Purchase an Easter/Santa photo to receive points. 100 points awarded per photo receipt.
300 points	Monthly School Newsletter	Distribute the MSC monthly newsletter.
400 points	School Bulletin Board or Display	Promote MSC on a school bulletin board or with a school display for a minimum of 4 weeks. Submit a photo to receive credit.
1,000	Holiday Entertainment	Provide holiday entertainment between 11/24-12/23/09 (i.e., school choirs, bands, dance groups, etc.). Contact the mall office to make performance arrangements by November 6 <sup>th</sup> .

Redemption lockers for submitting receipts are located across Century Theatres. Receipts can also be submitted at the mall management office Monday-Friday from 8:30am-5pm.

Total school rewards distributed for this program will total \$2000 per quarter. In an effort to provide greater cash rewards, schools will have the opportunity to receive larger cash rewards at the end of the school year.

Participating schools earning the most cumulative points will have the opportunity to receive \$500 at the end of quarters one to three. Quarters are designated as:

Q1: September – October

Q2: November – January

Q3: February – April

Q4: May – June

At the end of the fourth quarter, the top five earning schools for the school year will receive a larger cash reward:

1<sup>st</sup> Place: \$10,000

2<sup>nd</sup> Place: \$5,000

3<sup>rd</sup> Place: \$3,000

4<sup>th</sup> Place: \$1,500

5<sup>th</sup> Place: \$500

Each point earned by a participating school will be divided by student enrollment in order to allow all schools, regardless of their enrollment, to compete fairly. The winners are determined based on points per student.

There are three required, basic ways for each school to redeem points: A) In-mall MSC redemption lockers, B) Mall Office, and C) at the participating school.

My School's Cool is a great way to make shopping at The Shops at Tanforan mean something for your child's school! I look forward to having you participate and earn points for your child's school. If you have any questions about the program, please feel free to call me at (650) 533-3277 or email [rivera0491@sbcglobal.net](mailto:rivera0491@sbcglobal.net).

Sincerely,

*Christina Rivera*

Christina Rivera  
School Coordinator