



Dear Parent:

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, 2014 – May 29, 2015.

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 pre-tax dollar	Mall Sales	Submit mall stores, restaurants, specialty cart, kiosks and Century Theatres (Tanforan) movie sales receipts. All receipts must be dated within the program dates of September 1, 2013 to May 30, 2014 to earn points. Bill and layaway payments do not qualify for points.
.5 points per pre-tax	Jcpenney, Sears & Target Purchases	Purchases from anchor stores, jopenney, Sears and Target, qualify for half a point per pre-tax dollar.

How to Earn Extra Credit Points:

<i>Extra Credit Points</i>	<i>How to Earn Them</i>	<i>Details</i>
2 points per dollar, pre-tax	Watch a Movie	Visit Century Theatres Tanforan Monday – Thursday and receive 2 points per dollar, per ticket purchase. Only ticket receipts with the total sale/amount paid will be accepted. Individual ticket stubs do not qualify for points. Concession purchases do not qualify for double points.
200 per Event Attendee	Attend Mall Events	Schools will receive points for each attendee that signs in and out for their school at The Shops at Tanforan table on the day of a qualifying event. *Each attendee must sign in and out no later than 20 minutes after the start and end of an event, to earn points. Both signatures are required in order to qualify for the points. Points will not be awarded for only one signature or if those who signed in and out on behalf of others.
250 per hour worked	Volunteer	Schools will earn points for providing volunteers to assist at an event i.e., sign in table, or with a particular program. Volunteer opportunities will be communicated in the monthly newsletters.

50 points	Text	Each month, text your school's mobile code to 55800. Visit the My School's page at www.TheShopsAtTanforan.com to retrieve your school's mobile code.
100 points per card	Mall Gift Cards	Purchase a mall gift card at the mall management office and receive 100 points per gift card.
300 points	Monthly School Newsletter	Distribute the My School's Cool monthly newsletter with your school newsletter. The school newsletter must reference the My School's Cool newsletter as an attachment in order to receive credit. Submit the school newsletter to receive credit.
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.
500 points	Vote on Facebook	Visit www.Facebook.com/TheShopsatTanforan and click on the My School's Cool tab and vote for your school. Points are limited to once per person.
500 points	Register on the Tanforan website	Register and create an Insider profile at www.TheShopsAtTanforan.com . Create or edit your existing profile by selecting you school. Points are limited to once per email address.
500 points	Easter/Santa Photos	Purchase an Easter or Santa photo to receive 500 points per photo receipt.
500 points	Seasonal Holiday Gift Wrapping	A minimum four hour commitment with a minimum of two staffers per day. Schools may be limited to the number of days depending on the number of schools that would like to participate.
1,000	Holiday Entertainment	Provide holiday entertainment between 11/30-12/24 (i.e., school choirs, bands, dance groups, etc.). Contact the mall office to make performance arrangements by November 9th.

Redemption lockers for submitting receipts are located on the lower level next to jcpenny. Receipts can also be submitted at the mall management office Monday - Friday from 8:30am-5pm.

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 – November
- Q2: December – February
- Q3: March – May

The last day to submit mall receipts will be on May 29, 2015 at 5pm.

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. 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.

There are three ways for each school to redeem receipts: A: In-mall My School's Cool redemption lockers (located on the lower level next to jcpenny) 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) 303-3995.

Sincerely,

Anne Lam
MSC School Coordinator