

## At Fresh Market, we know that education is important to a child's future.

To help give back to our local communities, Fresh Market will be supporting local schools through our School Perks program.

### School Perks

School Perks is our way of giving back and supporting our communities' education system. The School Perks program is run through our Perks program allowing us to electronically track the rewards each school earns. Your school will earn one percent of every purchase made by its supporters. Each school is eligible to earn \$10,000 per school year. However, schools must earn a minimum of \$500 to receive a School Perks check.



### Continuing Supporters

Each year all School Perks links will be removed. This means that if you previously linked your Perks account to your school you will need to relink it. You can do so by following these easy steps:

1. Log into your Perks account at [freshmarketstores.com/perks](https://freshmarketstores.com/perks).
2. Select the School Perks tab.
3. Select the button next to the school you would like to link your account and press the blue bottom at the bottom of the screen.

Once your account is linked, you can view the school to which your account is linked by logging into your Perks account and selecting the School Perks tab or ask a team member at our customer service booth.

### New Supporters

If you are a new School Perks supporter, sign up for a Perks account. Signing up for a Perks account is easy and can be done at your local store or on our website. Once you have a Perks account, you can link it to your school of choice by following these easy steps:

1. Log into your Perks account at [freshmarketstores.com/perks](https://freshmarketstores.com/perks).
2. Select the School Perks tab.
3. Select the button next to the school you would like to link your account and press the blue bottom at the bottom of the screen.



### Spread the Word

To get the word out about School Perks with our marketing kit complete with flyers, posters, business cards and social media art. To access these files:

1. Visit [freshmarketstores.com/school-perks](https://freshmarketstores.com/school-perks)
2. Click the "Spread the Word" button.
3. Click underneath the thumbnail image to download files.

### Art Projects

We love to showcase and display artwork from our School Perks classrooms. Each year we request at least one art project to display in our store. This can be a project of your choice or coloring pages are provided on our store website. Contact your local School Perks Coordinator with questions or details.

### Grocery Store Tours

As a member of the School Perks program, your school has access to tour our store as a fun and educational field trip option. To schedule a store tour, contact your local School Perks Coordinator.

We are thrilled to have the opportunity to support our local schools and students this year and we can't wait to get your school on its way to earning with our School Perks program!

Contact your School Perks Coordinator at your local Fresh Market or email [schoolperks@afstores.com](mailto:schoolperks@afstores.com) with any questions.