



August 2006

The Jewish Press Points for Education program continues.

Similar to the existing Box Tops for Education available through General Mills, in our plan the Yeshiva or Day School has the opportunity to accrue points towards the "purchase" of Seforim or Judaica Software. Our partners in this endeavor are Artscroll, Davka and for the first time Eichlers.com (or Flatbush location). Points can also be accrued by selling subscriptions to **The Jewish Press**.

This past year over 60 schools participated and "purchased" more than \$21,000 in Judaica from Artscroll and \$1200 in Software from Davka.

We have enclosed with this letter a list of points and available prizes for the 2006-2007 school year. The first coupon will appear in our September 8th issue and will continue running weekly through June of 2007.

If you are interested in participating in this year's program or if you require any additional information, please contact us at 718-330-1100 ext. 380 or points@jewishpress.com.

If you are not the person in charge of this project, please pass this information along to the appropriate individual and ask them to be in touch with us.

Sincerely yours,

Chumi Friedman
Special Projects Coordinator



Presents

POINTS FOR EDUCATION

A. Program Rules:

1. Each week The Jewish Press will feature a special coupon with the words "Points for Education" and a point value. The point value will change each week.
2. Points can also be obtained by selling **new** subscriptions.
 - 2 year subscription is valued at 250 points
 - 1 year subscription is valued at 100 points

Have the checks payable to your school and keep 25% of the subscription price. (Contact us for more information).
3. Establish a method of collecting these points on a regular basis. **Note: They must be original coupons — no photocopies will be accepted.**
4. Contact our office and use the points accrued to "purchase" Judaica software or gift certificates at any time during the school year. This may be done as often as the Yeshiva wants as long as the correct point value has been reached.
5. The program will run from September 2006 - June 2007



POINTS FOR EDUCATION

B. Items and Points Values

<u>Point Value</u>	<u>Item</u>
1,000	\$30 Davka Gift Certificate
1,750	\$40 Eichlers.com Gift Certificate
2,500	\$65 Artscroll Gift Certificate
3,500	\$125 Davka Gift Certificate
5,000	\$150 Artscroll Gift Certificate or Judaica Press Tanach with Rashi CD
7,000	\$200 Eichlers.com Gift Certificate
10,000	Davka Writer
12,500	\$300 Artscroll Gift Certificate
15,000	Soncino Talmud Software
22,500	\$600 Artscroll Gift Certificate
32,500	\$800 Artscroll Gift Certificate
40,000	\$1,000 Artscroll Gift Certificate
65,000	\$1,800 Artscroll Gift Certificate



Subscription Form

Dear Friend/Parent:

We are participating in the "**Points for Education**" program sponsored by **The Jewish Press**. By collecting or earning points we will be able to obtain free Judaica books or software that will be of great benefit to our student body.

One of the ways to get points is by selling new one or two year subscriptions to **The Jewish Press**. If you don't currently subscribe and wish to do so now, through the Yeshiva, we can earn a significant number of these points. This will benefit you as well as the Yeshiva and its' students.

By subscribing to **The Jewish Press** you will be getting the largest English language Torah oriented newspaper every week. **The Jewish Press** is a leader with behind-the-scenes Israeli news coverage. It is on the cutting edge of national and international Jewish news. It provides first hand information on what's new in kosher products – even before you find them on the shelf! It covers the world from a Jewish perspective - you get information secular papers don't dare print.

So help the Yeshiva and help yourself at the same time. Return the coupon below together with your check made out to the Yeshiva and you too will have scored some "points for education."

Thank you.

Yes, I would like to score some points for education. Please enter my new subscription.
Enclosed is my check. (Make the check payable to the Yeshiva and help us even more.)

___ 1 year subscription \$40.00

___ 2 year subscription \$65.00

Name _____

Address _____

City _____ State _____ Zip _____

Telephone# _____

You Can Add A Note To Your School Bulletin/Newsletter that reads:

For Insertion In The Weekly School Bulletin

Our yeshiva can benefit by receiving valuable seforim & other educational materials from **ArtScroll, Davka and Eichlers.com (Flatbush location)** through The Jewish Press, POINTS FOR EDUCATION Program. If you read The Jewish Press, all you have to do is clip the POINTS FOR EDUCATION coupon that usually appears weekly on page 38. We will put a notice in this bulletin when we want you to turn these coupons into the yeshiva office.



POINTS FOR EDUCATION

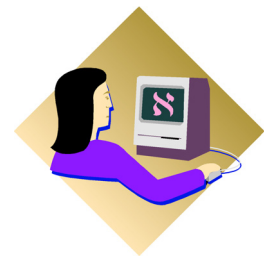
Each week's Jewish Press contains a
Points For Education coupon.

These coupons can be redeemed by your
school for valuable educational material
from ArtScroll, Davka and Eichlers.com.

Encourage your students and parents to
clip these coupons and bring them to a
designated drop-off point in the school.
Then collect them and forward them to

The Jewish Press
338 Third Avenue
Brooklyn, New York 11215

A list of redeemable items is available
upon request.



POINTS FOR EDUCATION

PROGRAM

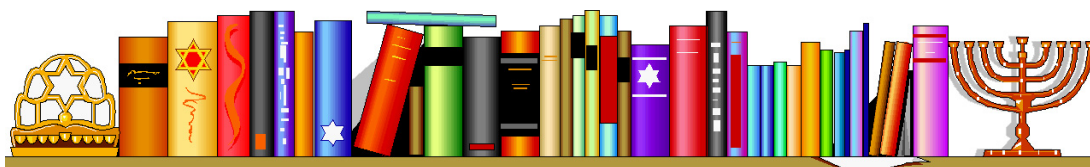
Clip out the

POINTS FOR EDUCATION

coupon from

THE JEWISH PRESS each week

***AND HELP YOUR SCHOOL
GET VALUABLE GIFTS!***



For further information contact your school or Chumi at

The Jewish Press 718-330-1100 x380

Fax 718-330-1110 • E-mail: points@jewishpress.com

