



My School's Cool Program

August 2010 – May 2011

Program Overview

Schools compete with each other for the highest accumulation of points and earn cash rewards. Participating schools earn points by shopping at Grand Traverse Mall and submitting receipts to their school coordinator. 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 will be opportunities to earn double or triple points which will include double point retailers and double/triple point shopping days.

Each participating school will sign a contract to be eligible for the rewards program. The contract will promote honesty and accountability by all schools and their coordinators.

2010 School Participants

- Buckley Community School
- Cherry Knoll Elementary
- Courtade Elementary
- Holy Angels Elementary
- Kingsley Elementary
- Mesick - Floyd M. Jewett Elementary
- Old Mission Peninsula Elementary
- Traverse Bay Christian School
- Westwoods Elementary
- Willow Hill Elementary

There are two basic ways to redeem points: Mall Management Office or the participating school drop-off location.

Points Breakout:

Points Earned	How to earn them	Points Earned	How to earn them
1/dollar	Mall Sales	TBD	Mall Goodwill
TBD	Participation in Mall Event	50	Carousel Ride
1000 per/hr	Providing volunteers	100	CIM (The Club) Email sign-up
2/dollar	Designated Wednesdays	100	Facebook – become a fan of GTM
3/dollar	Triple Point Days	100	Easter/Santa Photo Pkg.
2/dollar	Mall Gift Card	100	Newsletters, flyers, emails
2/dollar	All Food Retailers	200	Bulletin Board or Display

How can you help?

Any Grand Traverse Mall customer can help a participating school. Bring your receipt to any of the drop off locations. Every dollar spent will add up to points for the schools. You can earn extra points for the schools by shopping on Double or Triple Point Days.

For upcoming ways on how you can earn more points, check out the Calendar listings or the Events listing page.

Help your local school of choice today!

For more information, please contact: Robin Martell or Shannon Weber (231) 922-2591