25th Anniversary Year of Giant Eagle Apples for the Students!

REMEMBER WHEN...
Has it been 25 years? Yes it has! We are honored to be celebrating the 25th year of Giant Eagle Apples for the Students with you and your school. We couldn’t have done it without you!

ONE OF THE FIRST
Giant Eagle was one of the first supermarket retailers to begin a school initiative when it started the program in 1987-88. In the early years, families saved Giant Eagle receipts and schools submitted them to earn free Apple computers. (Hence, one of the reasons for the program name.)

Many schools held contests to see which class brought in the most register tapes. Parents and teachers volunteered to sort shoe boxes full of receipts and add up totals.

Today, Apples for the Students calculates points automatically and sends regular updates to individual schools. Coordinators have access to an online catalog, so selecting and ordering awards is fast and easy. And schools use the Apples for the Students website, emails and facebook page to communicate and build supporters – things that didn’t exist 25 years ago!

So has anything remained the same? Technology items continue to be popular program awards, though more and more schools are using the program to boost students’ knowledge of nutrition and promote the importance of health and fitness, among other goals. And other thing hasn’t changed: Giant Eagle’s commitment to area schools and local communities.

FOR SCHOOLS OF EVERY SIZE AND TYPE
Today more than 2,500 schools benefit from the Apples for the Students program, including preschools, elementary schools and high schools of every size and type.

So let’s celebrate together all year. Stay tuned for more information about new opportunities to earn bonus points and more.

The program runs from October 1, 2012 through March 17, 2013. Ready, get set, go!

DID YOU KNOW?
Giant Eagle has donated more than $30 million in educational awards to schools through Apples for the Students.

Call 1-800-74APPLE with any questions.
Add Apples to Your School’s Website
Earn 20 BONUS! Points

It’s easy to add Apples for the Students program information to your school’s website. Just visit the school coordinator site https://schools.gianteagle.com and check out our tools for your success.

Send us an email (coordinator@aftsgianteagle.com) containing a screen shot of your school’s website and receive 20 BONUS! points automatically.

The communication toolbox includes a program logo and information to post now and in the future. We will continue to provide ready-to-use info on our website, in emails and via Facebook.

What’s New This Year . . .

• New contest to giveaway 25 awards of 250 bonus points
• New Bonus periods to earn points
• New Facebook opportunities to earn points
• New health, wellness and science programs and educational awards

EARN POINTS FOR YOUR SCHOOL!
VISIT APPLES FOR THE STUDENTS ON FACEBOOK.
http://www.facebook.com/#!/pages/Apples-for-the-Students-Giant-Eagle/130646733650714
Time to make some sense of your “on hand” foods for packed lunches, afterschool snacks and crunch-time breakfasts! Seasonal foods fit into the mix with apples, pears, and dipping veggies meeting the fresh and local need. And don’t forget to think ahead to have quick meal ingredients on hand. Try these ideas for starters:

• Fruit and cheese kebobs - Using straws for the holder, lower fat cheese cubes and chunks of fruit are fun health-smart snacks with protein, calcium, fiber and an array of other nutrients. Add a Greek Yogurt dip (flavor a plain 0 Fat Greek yogurt with some frozen orange juice concentrate or a touch of vanilla).

• Stir fry seasonal veggies for a quick meal and a good way to use seasonal veggies. It’s ready for the addition of meat (how about last night’s chicken) or add tofu or other meatless alternatives? Serve over brown rice… the kids won’t even notice it is a whole grain!

• Make oatmeal a “glamorous” but quick option with add-ons like slivered almonds or other nuts, dried or cut up fruit, mini chocolate chips, a peanut butter swirl, Greek yogurt. Your home breakfast bar can be kid or adult driven! And did you know that most oatmeal products are microwave friendly so you have some choices.

• Showcase salad meals with greens topped with grilled salmon or chicken, slivers of meat and cheese, chili or other beans to add protein. Tomatoes are still plentiful and a retro stuffed tomato with tuna, shrimp, chicken or bean salad can make what is old seem new! And try using plain Greek Yogurt in place of all or some of the mayonnaise for your salad mixture …just add a pinch of dry or prepared mustard to give some zing.

• Go retro… peanut butter and jelly sandwiches are still in style with kids although some schools have limitations on peanuts because of allergy concerns. A peanut butter revival may be in order for after schools snacking with celery, apple slices, or bananas or with whole grain bread or crackers. Allergen free sunflower seed butter may be the answer for school meals. To lower the calories a bit, suggest mixing peanut butter with unsweetened applesauce for easier spreading.

• Involve the kids in the mealtime planning using My Plate. The plate should be half fruits and vegetables with the other half divided between a protein and a grain, hopefully a whole grain. Add the milk or other calcium rich beverage for the kids and you have a meal! Want more? Go to www.myplate.gov, www.kidseatright.org, http://www.letsmovepittsburgh.org.

More Educational Programs

Read about all of Giant Eagle’s community programs including educational initiatives such as Be a Smart Shopper field trips, eBox Tops for Education™, eLabels for Education at; http://schools.gianteagle.com/more-education-programs.

Thank you for your support of Giant Eagle Apples for the Students and for all that you do for your school. Happy 25th anniversary year!