

Stop & Shop rewards Coventry schools

Five schools receive money from school rewards program

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COVENTRY— It was a lucky day for five Coventry public schools as they received a check for money earned through Stop & Shop's A+ School Rewards program Monday. Coventry High School, Western Coventry, Tiogue, Hopkins Hill and Washington Oak Elementary Schools participated in the program this year to raise money to help their schools' educational and extracurricular needs.

The A+ School Rewards program allows customers to earn points which translate into money for the schools of their choice with each shopping visit using their registered Stop & Shop card.

The school's monthly A+ School Rewards points are divided by all participating schools' monthly points. The result is then multiplied by the A+ School Rewards monthly dollar reward. The final amount is the school's monthly dollar award.

Schools get to decide what the money earned is spent on; for example, it can be used towards scholarships, technology, sports equipment, field trips or other educational needs.

Once the customer's Stop & Shop loyalty card is registered to the program, a percentage of money spent will go towards a local school. Customers must sign up each year and designate up to two schools either online on Stop & Shop's

website or at their closest location.

The five states participating in this program include Rhode Island, Massachusetts, Connecticut, New Hampshire and New Jersey, according to Store 720 (Tiogue Avenue) Manager of Stop & Shop, Scott Salhany.

The Stop & Shop's website stated that Richmond Elementary School in Wyoming, R.I. was awarded \$19,529.74, making it top 3 in top earning schools for the 2013-2014 year for the program. Since 2009, Stop & Shop has raised almost \$10 million to help both public and private schools in the Northeast region fulfill their academic and enrichment needs.

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Hopkins Hill Elementary School's coordinator for the program, Amy Wolf, says she has about 120 participants registered for the program with their loyalty cards. Last year, Wolf says the money earned went towards upgrading the playground at Hopkins Hill Elementary School.

"I sent out flyers at a past event I put together to promote the A+ School Rewards program," Wolf said. "We were awarded \$1,956 this year — our best year yet."

Coventry High School Principal, Michael Hobin, was also present to collect his school's check. The high school had roughly 785 participants.

Salhany explained that any check less than approximately \$1,500 goes directly to the school, whereas any larger amount goes in a check that the coordinators have to pick up. Monday, coordinators from all five schools went to the Stop & Shop on Tiogue Avenue to collect their checks.

The rising president for the 2015-2016 year of Coventry's Parent Teacher Association, Denise Donahue, said these schools are making money with something they already do.

"It's like free money," Donahue and Salhany explained.

This year's program began October 4, 2013 and ended March 20, 2014.



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(L-R): Don Cowart (coordinator for Washington Oak Elementary), Denise Donahue (Future 2015-16 PTA President and Coordinator for their program at Western Coventry Elementary), Amy Wolf (Hopkins Hill coordinator for their program), Scott Salhany (Stop & Shop Store Manager), Dawn Lima (coordinator for the program for Tiogue), Michael Hobin (CHS Principal), Lynn Prentiss (aspiring principal working closely with Hobin), Gail O'Loughlin (Coordinator for the program for CHS).