

FAIRLANE VILLAGE MALL AWARDS \$7,325 TO LOCAL SCHOOLS THANKS TO PURCHASES AND SUPPORT BY AREA SHOPPERS

Third Annual "Cash Back for Schools" Program Raises Funds for Schuylkill County Elementary Schools

POTTSVILLE, Pa., June 15, 2010 – The third annual Cash Back for Schools program, sponsored by the Fairlane Village Mall in Pottsville, has yielded generous cash awards for several Schuylkill County elementary schools. The program, which ran from September 1 through May 31, invites shoppers to redeem purchase receipts for points which are applied to the school of their choice. Points are also awarded through participation in special mall events. The schools with the most points earn cash awards to be used for educational programs, books and supplies, and technology upgrades.

This year's first-place winner is St. Stephen Regional School in Port Carbon, which was awarded \$3,000. St. Stephen switched leading positions with former two-time winner St. Nicholas School in Minersville, which came in second this year; St. Nicholas received a \$2,000 donation.

"The Cash Back for Schools program is wonderful," said Millie Scarbinsky, principal of St. Stephen Regional School. "It's a great way for parents of small schools like ours to support us without extra effort." Scarbinsky said the school will use the money to offer financial aid. "This will make a big difference for some of our families," she added.

The Cash Back for Schools program provides students, parents, teachers and other members of the community with the opportunity to earn points for their schools through participation in mall activities and events and by shopping at the mall's stores. In addition, children ages 12 and under may earn points for their schools as part of the mall's Little Villagers Kids Club. Scarbinsky said the Kids Club tie-in is beneficial because "the children get to have fun while also enjoying educational activities."

"This year, nearly 1,100 children participated in our free Kids Club events, and earned 100 points for their schools each time they attended," reported Heather Stine, marketing director for Fairlane Village Mall. "Over the past three years, we have gained 1,200 new members of our Little Villagers Kids Club in conjunction with the Cash Back for Schools program," she added.

To date, Fairlane Village Mall has distributed over \$21,000 to participating elementary schools through the Cash Back for Schools program. Seven additional schools will receive funds totaling \$2,325 for earning points during the promotion. They are All Saints Catholic School in Pottsville, St. Ambrose School and Schuylkill Haven Area Elementary Center in Schuylkill Haven, Shenandoah Valley Elementary School in Shenandoah, John S. Clarke Elementary School in Pottsville, Minersville Elementary Center and Llewellyn Early Childhood Development Center in Minersville, and Blue Mountain Elementary East in Orwigsburg.

Cash Back for Schools is just one of many events and activities the mall sponsors to benefit local community organizations and agencies; the mall also hosts an array of

events that provide added value and entertainment for area residents who patronize the mall merchants.

Fairlane Village Mall, "Where Schuylkill Shops for Value," is located on Route 61, just one mile north of downtown Pottsville. For more information about mall-sponsored events and activities such as the upcoming Free Summer Movie Series, call (570) 429-1563 or visit www.shopfairlanevillage.com.

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