

EARN MONEY FOR YOUR CHILD'S SCHOOL!



DEAR PARENTS

Young children wish to do what they can to help the planet and that impulse is something many schools and teachers promote with great success. Scholastic would like to introduce you to a unique partner program with the eco-business **TerraCycle** called the **Drink Pouch Brigade**, an eco-friendly initiative that can benefit your child's school, your community, and most importantly, the environment.

Our school is implementing this program to give families another means to help save the planet. Our School earns money when your child brings in used drink pouches such as those from *Capri Sun*, *Kool Aid*, or *Honest Kids* beverages.

TerraCycle will pay schools and other participating organizations 2¢ per used drink pouch collected. For every 5,000 pouches submitted, our school earns \$100! **TerraCycle** even sends participating schools pre-paid collection envelopes to help teachers and students gather empty pouches.

TerraCycle then turns those used drink pouches into colorful, everyday accessories and cool gear, such as tote bags, pencil cases, and other useful items. By repurposing what is traditionally seen as waste, these environmentally-friendly products provide a new use for the billions of used drink pouches that are discarded in landfills every year. **TerraCycle** calls this "upcycling."

Throughout the school year, your child's teacher will send home **Drink Pouch Brigade Day** reminders. So you can start collecting your drink pouches now and send them to school with your child.

Thanks from all of us for helping make our school and the environment a greener place!

