



## B'nai Zion Gets Rewarded When You Shop

Kroger is starting to look pretty good. Not only are they doing a lot of renovation to modernize the store, and they have a larger selection of Kosher foods, but they have a new program that lets B'nai Zion earn money each time you shop.

This is truly a win-win situation. When you shop at Kroger, B'nai Zion can get a check based on how much money we spend each year at Kroger. (We are working on getting registered for similar programs at other stores – watch for details about the Albertson's program coming soon.) You don't have to be a member of B'nai Zion to use this program and let B'nai Zion get the reward. Tell all of your friends and family.

First, you need to have a Kroger*Plus* Card. Present this page with **the B'nai Zion barcode shown below** and your Kroger*Plus* Card to your cashier upon checkout. After they have scanned the barcode and your Kroger*Plus* Card you will be enrolled for the current year of the Kroger Neighbor to Neighbor Donation Program. Every time you shop at Kroger and use your enrolled Kroger*Plus* Card, Kroger will contribute a percentage of your eligible purchases to the Kroger Neighbor to Neighbor Donation fund. Once a card is scanned with the barcode, it will be active through April 30. You will need to scan it again in May to have your purchases count for the new Kroger year. The Kroger Neighbor to Neighbor Donation Program will donate \$1 million annually. B'nai Zion will earn a percentage of the \$1 million equal to the percentage of total earned contributions attributable to that organization. If you shop at Kroger anyway, this will give B'nai Zion “free” money.

Some information about the program:

- The Kroger year goes from May 1 through April 30 and you have to show your barcode again to qualify each year.
- You can only participate in one Neighbor to Neighbor Kroger Donation Program. If you had scanned a barcode earlier in the year for a different organization, and then you scan B'nai Zion's barcode, only B'nai Zion will get the points toward the “reward.”
- You only need to show the B'nai Zion barcode once per year (remember their year starts May 1).
- You don't have to carry your Kroger*Plus* card to get the points – you can give the cashier your phone number and you will get the Kroger discounts, and B'nai Zion will get our reward. You can even do this at the self-check-out counters.
- If you can't find the barcode from this page, or just want more copies to share with friends and family, we have extra copies at B'nai Zion, and you can download the barcode at <http://www.krogerneighboroneighbor.com/pdf/10000083728.pdf>.

**This is the barcode** you need to scan for your purchases to qualify:

