

CARROLL INDEPENDENT SCHOOL DISTRICT

Communications & Marketing Department

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School Press Release

For immediate release, September 19, 2007:

Central Market's *Foodie* Program To Help Raise Funds For Carroll Schools

Central Market in Southlake is teaming up with Carroll families to support the local school budget. Through the company's popular *Fundraising Foodie* program, Dragon supporters will soon be able to shop at Central Market in Southlake, scan their *Foodie Card* at the check out, and Central Market will donate 5% of the total purchase to the Carroll Independent School District.

Letters announcing the program and individual *Foodie* cards are being mailed to families by the Carroll ISD Communications & Marketing Department this month. Campus principals requested that the monies from the *Foodie Fundraising* card be equally divided among all Carroll schools. This will allow Dragon families to join together in support of the education system, rather than competing for dollars at each school.

"We're extremely excited to partner with Central Market to help raise funds for our campuses," said Carroll Superintendent David J. Faltys. "This is a great example of how local businesses can team up with CISD through fundraising, advertising and sponsorship packages. It's just a great way for the community to work together to support the children."

Central Market officials say every department in the gourmet grocery store will participate in this program, including catering, gift baskets, cooking school, floral, produce, meat market, seafood, specialty foods, healthy living, cheese/deli, bakery, coffee bar, gelato and the Chef's Case. Please note that purchases made in the Café are not eligible.

For more information, contact the Communications & Marketing Department at 817-949-7080.