

Hefty® is the Only Trash Bag That Supports the Box Tops for Education™ Program

Redeem Box Tops for Education™ clips to earn cash for your child's school.

Lake Forest, Ill., -- August 26, 2015, Reynolds Consumer Products is pleased to announce the ninth year of partnership with the Box Tops for Education™ program, led by its flagship Hefty® trash bags.

To date, the Hefty® brand has donated over \$3.5 million to schools through the Box Tops for Education™ program. To give the program an added push, for a limited time, select Hefty® trash bag packages will carry four Box Tops clips per package instead of one!



Each Box Tops clip is worth 10 cents and schools can earn up to \$20,000 every year by clipping Box Tops from hundreds of participating products. School coordinators collect clips and send them in; checks are issued to schools twice a year. More than 80,000 schools use that cash to purchase items such as computers, library books, art supplies, and sports equipment. Overall, America's schools have earned over \$719 million since the program started in 1996, including more than \$78 million in the 2014-2015 school year.

For the first time, the Hefty® brand has launched a digital campaign that brings to life their support of the Box Tops for Education™ program. The witty campaign, #SaidNoSchoolEver, is composed of online video, social media, and influencer outreach. The spots feature a series of teachers with amusing commentary, such as, "This map... from 1913... *almost* all the states are there." With a dash of humor, the videos remind us why schools appreciate getting a check from the Box Tops program.

Which Hefty® and Reynolds® brand products participate?

- All Hefty® trash bags
- Select Hefty® tableware products, including Hefty® Ultimate™ Easy Grip® cups, Hefty® Everyday™ plates and bowls; printed cups; Style™ plates, and Hefty® Deluxe™ plates and platters
- Select Reynolds® products, including parchment paper, pre-cut parchment sheets or "cookie baking sheets," bakeware pans, StayBrite® baking cups, oven bags, and slow cooker liners

For a complete listing of all participating products, see boxtops4education.com.

Reynolds Consumer Products Inc.

Reynolds Consumer Products provides quality household essentials and world-class brands. Hefty® is best known for strong, dependable waste bags; but is also a leader in plastic cups, foam plates, and slider bags. Our namesake Reynolds® products include the iconic Reynolds Wrap® aluminum foil; Reynolds® brand parchment paper, oven bags, slow cooker liners, and baking cups. Our products are available in the U.S. at mass merchants, grocers, and other retail stores and in over 100 countries throughout the world. For more information, visit Hefty.com and ReynoldsKitchens.com

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