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Staples Canada launches *Teacher Appreciation Days*, August 17 to September 7

Program offers discounts, AIR MILES and perks to thank teachers, professors and daycare providers

Toronto, August 15, 2013 – Staples Canada is recognizing the critical role of teachers and educators with *Teacher Appreciation Days*, a three-week campaign that begins on August 17 and offers special discounts and benefits to the teaching community. The program is part of Staples' ongoing efforts to acknowledge the importance of educators in the lives of Canadian children.

Teacher Appreciation Days are particularly important in light of a recent survey conducted on behalf of Staples Canada revealing that close to one in five teachers feel under-valued or under-appreciated. The survey also found that teachers spend, on average, more than \$300 of their hard-earned money on supplies for their classroom.

“Teachers have a difficult and important job,” says Steve Matyas, president of Staples Canada. “At Staples, we appreciate their valuable contributions to the lives of our children and we’re proud to support teachers through our special programs, trained staff and resources.”

From August 17 to September 7, teachers can visit their local Staples store to receive a 15 per cent discount on the vast majority of back-to-school supplies, a complimentary apple-shaped Post-it note dispenser, and chances to win numerous prizes, and receive a \$10 gift card to Sears when they spend \$50 or more between now and September 18.

More Rewards for Teachers

In addition, teachers who shop between August 17 to September 7 can earn 10x AIR MILES® reward miles on purchases of \$75 or more. Helping teachers get essential classroom supplies from binders, to tablets to laptops.

Staples also offers teachers convenient resources such as supply lists per grade, lesson plans and detailed product information. More information is available at www.staples.ca/backtoschoolcentre.

Tips for Teachers from Staples

Here are some tips that can help teachers save some of their hard-earned dollars:

Tip #1: Take inventory and make a list

If you are new to a school, check with your administrator to find out what classroom necessities are generally supplied for teachers, such as photocopy paper. Once you have established what

you can obtain through your school, try to supplement with extra items you may have at home. Also, ask parents to send their child to school with inexpensive consumables such as boxes of tissue. Then make a list of what you need to buy.

Tip #2: Determine your budget

Create a supply list and determine how much you are willing to spend. Buy the essentials and re-evaluate what additional items you would like to purchase if there is room in your budget. Be sure to hold onto your receipts for reimbursement. Also keep in mind that some schools have active parent councils who are heavily involved in fundraising throughout the year. They may allocate a stipend to help offset the cost of personal spending for teachers.

Tip #3: Take advantage of teacher savings

Many stores will offer discounts that are specific to teachers. Staples, through its *Teacher Appreciation Days*, is a good example.

Tip #4: Teachers can earn rewards, too!

Retail merchants that offer loyalty rewards programs should be at the top of your list of places to shop. When coupled with promotional savings, teachers can feel like they've won the lottery. Rewards points can turn into instant savings or even free merchandise, such as AIR MILES reward miles. Time to start planning your spring vacation!

Tip #5: Join the Staples Teacher Appreciation email program

Staples' Teacher Appreciation email program is worth a gander. By signing up, teachers can receive money-saving coupons, special AIR MILES reward miles bonus offers, updates on teacher-related events, and be automatically entered to win monthly prizes.

Follow the conversation on Twitter @StaplesCanada #GoingBack

For more information on Teacher Appreciation Days visit www.staples.ca/teachers

Methodology

From June 10-17, 2013, Vision Critical conducted an online survey among 1444 Canadian Teachers & Educators who are My Staples Panel members or from a list provided by Staples.

About Staples Canada

Staples, Canada's largest office products company is committed to providing Canadians with a wide choice of office services and products. Serving all types of business - from the small home office to large enterprise - Staples makes it easy for customers to operate their offices efficiently and affordably by offering an extensive selection of office supplies, technology, electronics and office furniture as well as business services, including computer repair and maintenance, and copy and print services. Operating as Bureau en GrosMC in the province of Quebec and Staples Canada in all other provinces, the company employs over 15,000 associates at 330+ stores and at their head office in Richmond Hill, Ontario. Ranked as one of Canada's top ten Canadian companies in Marketing Magazine's Marketing/Leger 2013 Corporate Reputation Survey,

Staples/Bureau en Gros is dedicated to offering customers the highest level of service, whether they choose to shop in-store, by catalogue or online. Staples Canada/Bureau en Gros also is invested in a number of corporate giving programs that actively support environmental, educational and entrepreneurial initiatives in Canadian communities from coast to coast. Visit www.staples.ca for more information, or visit us on Facebook and Twitter.

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