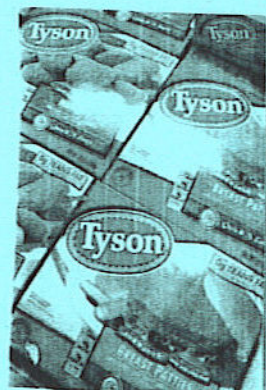


DATE: October 13, 2008

SUBJECT: The Frenchtown Community Joins Tyson Foods' Project A+ Program

CONTACT: Project A+ 452-4227 [phone #]



**TURN TYSON PRODUCTS INTO BIG BUCKS FOR  
FRENCHTOWN ELEMENTARY!**

Trumbull, CT — If you eat Tyson products, you can help Frenchtown earn money! Our school is taking part in a national fund-raising program sponsored by Tyson Foods, Inc. The program is called Project A+, and it works like this: There's a Project A+ label, worth 24¢, on various Tyson products that feature the Project A+ logo on the front of the package. Schools earn money from Tyson by collecting and redeeming the labels.

There are no restrictions on how the funds are used. We can use the money for anything we need — field trips, computer equipment, sports gear, library books — anything!"

We have set up a box in the lobby, where parents and others in the community can drop off their Tyson Project A+ redemption labels."

"Our goal this year is to collect a total of 2000 labels so that we can buy a new digital camera.

If everyone out in the community clips and saves the Tyson Project A+ redemption labels, we can make this program a huge success for our school.

Thank you for your help and support.

Mrs. Norcel

