



# Healthy Living

## Frequently Asked Questions

### **How does the program work?**

Student achievement – academic, community involvement, extracurricular, and excellence in other areas – is at the forefront of the Earning Plus Learning program.

- > Earning Plus Learning:
  - Kroger is seeking the most enthusiastic elementary schools throughout the Atlanta Division to reward them for their students’ achievements – academically, community involvement, extracurricular and others. Please check [KrogerEarningPlusLearning.com](http://KrogerEarningPlusLearning.com) for more information.

### **What is the theme for this year’s program?**

The theme for the 2011-2012 school year is: *Healthy Living*.

### **Why is this year’s program focused on elementary school?**

Kroger supports education at all levels including stores partnered with local schools, industry scholarships, foundation grants, mentoring programs, and many volunteer hours from our associates. Our Earning Plus Learning Program focuses on elementary students in their most formative years with the purpose of raising academic performance.

### **If my elementary school submits an entry, does that guarantee a reward?**

Some schools may participate and not receive a reward. There are many outstanding elementary schools, and we know the judging panels will have difficult decisions to make. That’s why we’re leaving the entry submission as relaxed as possible so your school can shine and use their creativity! For example, if your school has a strong Art Department, involve them in creating a fantastic work of art to showcase your school’s numerous activities throughout the year! Does your school have outstanding audio-visual capabilities? Use them to make a video to support your application! If your school does not win an award this year, rally your students, teachers, parents and administrators to try again next year!

### **Why is my elementary school competing with schools so far away?**

As a grocery retailer that is dedicated to serving the needs of local communities, schools are competing within set “Kroger School Districts” that allow for enhanced regional and local enthusiasm. Your Kroger School District is overseen by a Kroger District Manager – who has deep insight into all of the local communities that make up his or her district. This approach aligns with Kroger’s long-established tradition of offering valuable products, services and amenities that serve the needs of local communities.

### **How can I obtain more information about the program?**

Please visit [www.krogerearningpluslearning.com](http://www.krogerearningpluslearning.com) or call the Kroger Earning Plus Learning office at 770-493-4438 or 1-800-562-4438.