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On behalf of Stop & Shop and its A+ School Rewards Program, Ruth Maloney (right sitting), External Communications & Public Relations for Stop & Shop Metro NY, gives a \$5,990 check to Ridge Street School students, administrators and PTA representatives during a special presentation on June 7.

COURTESY OF STOP & SHOP

Shopping with a purpose

BY JAMIE KERNER

The Bruno M. Ponterio Ridge Street School received a donation of almost \$6,000 from Stop & Shop for participating in its 2017-2018 A+ School Rewards Program.

Parents shopping at Stop & Shop leads to Ridge Street School receiving a \$6,000 donation

The A+ School Rewards Program allows customers to raise funds for schools to use for any of their educational needs just by making purchases with their Stop & Shop loyalty card. Each customer can designate up to two schools of their choice that they wish to benefit from their purchases.

Ruth Maloney, External Communications & Public Relations for Stop & Shop Metro NY, handed over a check for \$5,994.02 to Ridge Street School Principal Tracy Taylor and representatives of the PTA who led and coordinated the school's involvement in the program during a special presentation at the school on June 7. These funds will be used towards Ridge Street's recess programming. They will specifically target the school's indoor recess programming during winter months when Ridge Street hires chess, yoga, sports and graphic design instructors to work with students.

Jodi Vickers, PTA Stop & Shop A+ Reward coordinator, enrolls the school in the program every year. She said Ridge Street encourages parents to do their normal shopping at Stop & Shop and sends out notifications to them about why they should participate in the program and how to sign up, if they have not already.

Participants in the program roll over from one year to the next, Vickers explained, so they focus on trying to get new parents to sign up and participate.

"The target now is new and incoming parents," Vickers said. "It's the easiest way to earn money for the school."

At the conclusion of the 2017-2018 A+ School Rewards Program, Stop & Shop donated over \$2.45 million to over 3,300 public and private schools in the Northeast. Among all participating Westchester schools, Ridge Street School was recognized for raising the most money. The St. Charles School in Staten Island was the program's overall highest fundraiser for the 10th year in a row and received a donation for \$20,278.33.

Customers can participate in the 2018-2019 A+ School Rewards Program by registering their Stop & Shop loyalty card online at www.stopandshop.com, selecting two schools of their choice to support and making purchases during the program year using their card.