



The Kroger Co., Columbus Division
4111 Executive Parkway, Westerville, OH 43081

Dear Coordinator,

Thank you for your organization's participation in Kroger Community Rewards. We are pleased to announce Kroger will continue this popular community fundraising program in 2011-2012.

We also want to remind you it is time to **re-enroll** in Kroger Community Rewards for the coming year. Organization members may re-enroll at www.krogercommunityrewards.com starting **April 1**. Their re-enrollment will help ensure your organization receives the greatest rewards possible.

Quarterly periods for this year are the same as last year:

May 1st-July 31st
Aug. 1st- Oct. 31st
Nov. 1st-Jan. 31st, 2012
Feb. 1st-Apr. 30, 2012

Also, if you will no longer serve as the coordinator for your organization during the coming year, please let us know the new coordinator's name and contact details by emailing sandy.faccenda@kroger.com or debbie.swick@kroger.com.

We encourage you to invite members of your organization to enroll in Kroger Community Rewards even if they did not participate in the program in the past. How much your organization earns will depend on how much members of your group spend compared to other organizations' spending. Every participating member must have a valid Kroger.com account and a Kroger Plus card.

Kroger has helped local communities grow and prosper for over 126 years. We are excited about continuing to work with local organizations such as yours during 2011-2012.

Please watch your mailbox for a letter detailing changes in Kroger Community Rewards. Also, keep an eye out for coupons, specials and important dates and events as you have received in the past.

Thank you for participating in Kroger Community Rewards.

Yours truly,

Cheryl McCormick

Cheryl McCormick
Community Relations Manager
The Kroger Co., Columbus Division