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Tucson Values Teachers Adds Businesses to K-12 Teacher Discount Card

Several Local Businesses Join Effort to Provide Region's Educators with Deals During 2010

TUCSON, Ariz. (June 22, 2010) – Several Southern Arizona-based companies have signed on to give area teachers price breaks through an educational nonprofit's discount card effort.

Eight new businesses are now part of Tucson Values Teachers' (TVT) "\$10,000 for 10,000" discount card program, which offers more than \$10,000 in discounts to more than 10,000 K-12 district, private and charter school teachers in Pima, Cochise and Santa Cruz counties.

In addition, Tucson-area OfficeMax locations have expanded the scope of their original card discount. More than 9,000 items have a five to 15 percent discount, compared to the original 75 products. The company has also cut pricing for teachers on printing, binding and lamination services.

"We're impressed by the generosity of these Southern Arizona-based businesses that have joined our ongoing effort to offer deep discounts and deals for our local teachers," said Jacquelyn Jackson, executive director of TVT. "Even though this isn't an easy time to be a teacher, we are doing everything we can to showcase how much the Tucson community cares about its educators."

Teachers can visit www.tucsonvaluesteachers.org and print their discount card. By presenting it with a valid teacher ID or a recent pay stub at a participating business, teachers can receive deals on goods and services such as cars, financial services, home furnishings and spa treatments. The card was debuted on Jan. 14 and will remain effective until the end of 2010.

Companies and organizations such as Arizona Stagecoach, Mary Kay Cosmetics, O² Modern Fitness and the Bum Steer restaurant are participating in the effort. They join locally owned businesses such as Commerce Bank of Arizona and Gadabout SalonSpas and companies with a national reach such as Wells Fargo and Walgreens.

Jackson said TVT is still accepting partners onto the "\$10,000 for 10,000" card.

"We hope other businesses take advantage of this opportunity to reach teachers and to show them how much they value their hard work," she said.

For a full list of participating businesses and discount details, visit www.tucsonvaluesteachers.org.

ABOUT TUCSON VALUES TEACHERS

Tucson Values Teachers is a regional initiative determined to prove that the Southern Arizona community should not just talk about the importance of improving education, but must unify in action to retain, recruit and reward K-12 teachers. The organization recognizes the critical role of teachers in the region and value the vital influence they have on Tucson's future. For more information, visit www.tucsonvaluesteachers.org or call (520) 327-7619.

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