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FOR IMMEDIATE RELEASE

Tucson Values Teachers Launches Yearlong Discount Card for K-12 Teachers

Local Businesses Offer More Than \$10,000 of Discounts for Southern Arizona's Educators

TUCSON, Ariz. (Jan. 14, 2010) – As Arizona's K-12 teachers face potential cuts to the state's education spending, more than 30 Southern Arizona-based companies have offered to reduce their costs for any district, private or charter school teacher working in the region.

The initiative is part of the educational nonprofit Tucson Values Teachers' new "\$10,000 for 10,000" discount card program, which offers more than \$10,000 in discounts to more than 10,000 K-12 teachers in Pima, Cochise and Santa Cruz counties.

Starting today, teachers can visit www.tucsonvaluesteachers.org and print off their discount card. By presenting it with a valid teacher ID or a recent pay stub at a participating business, they can begin receiving deals on goods and services such as cars, financial services, home furnishings and spa treatments. The discounts will last throughout 2010. Additional deals will be unveiled later in the year.

"At a time when there are major cuts to education in our state, it is inspiring to have so many businesses eager to provide real economic benefits for our teachers," said Jacquelyn Jackson, executive director of Tucson Values Teachers.

Locally owned businesses such as Desert Toyota of Tucson, Commerce Bank of Arizona, El Charro Café and Gadabout SalonSpas have decided to participate. Companies with a nationwide focus such as Wells Fargo, Walgreens and Loews Hotels are also offering select deals, while Tucson-area OfficeMax locations will cut and laminate the discount card at no charge to teachers.

At the "\$10,000 for 10,000" public unveiling ceremony held earlier today at Sir Veza's Taco Garage in Tucson, owner Ray Flores said the program shows local businesses' appreciation for K-12 teachers.

"I'm amazed at the number of businesses that have stepped up, even from competitors," he said. "This is proof that Southern Arizona's citizens will not be found sitting on the sidelines. Together, we'll find the best ways to support initiatives like Tucson Values Teachers that bring revenue back to education.

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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