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For Immediate Release

## **TEACHER APPRECIATION DAYS INCLUDE GRAND GIVEAWAYS**

*2012 Toyota Prius 'v' and trips to the Caribbean part of prizes*

**Richmond Hill, ON, August 3, 2011** – Staples Canada will award a few lucky teachers with fabulous prizes during this summer's Teacher Appreciation Event, taking place August 11, 18, 25 and September 1, at all store locations.

The event allows educators to save up to 25% with 15% off in-store purchases, 10% back in easyRewards savings, as well as a free gift (while quantities last).

New to the program—Canada's leading office supply retailer will hold an online contest exclusively for teachers, starting August 3. Prizes up for grabs include a 2012 Toyota Prius 'v', four Caribbean vacations, a laptop computer bundle, and more.

As an added incentive, teachers who are easyRewards Savings for Education members will receive an additional entry for the draw with each purchase made on any Teacher Appreciation day.

"We hope teachers are as excited as we are at Staples Canada about the upcoming Teacher Appreciation campaign," says Rick Atkinson, vice president of Marketing for Staples, Canada. "This initiative is one of our signature programs, and we think the combination of great savings and great prizes will help teachers start the new school year the right way."

easyRewards Savings for Education is a FREE program that offers the following benefits:

- **5% back** over the year (some restrictions apply)
- **Bonus rewards** on selected products
- Convenient, quarterly statements with money-saving offers for the products **YOU** use most
- Advance notice of **special events, contests** and **promotions** exclusive to teachers

Teachers can join the easyRewards Savings for Education program in-store or online at [www.staples.ca/ersavings](http://www.staples.ca/ersavings).

## **About Staples® Canada**

Staples, Canada's largest office products company, is committed to providing Canadians with a wide choice of office services and products. Serving all types of business—from the small home office to large enterprise—Staples makes it easy for customers to operate their offices efficiently and affordably by offering an extensive selection of office supplies, technology, electronics and office furniture as well as business services, including computer repair and maintenance, and copy and print services. Operating as Bureau en GrosMC in the province of Quebec and Staples® Canada in all other provinces, the company employs over 15,000 associates at 320+ stores and at their head office in Richmond Hill, Ontario. Ranked as one of Canada's top five Canadian companies in Marketing Magazine's Marketing/Leger 2010 Corporate Reputation Survey, Staples/Bureau en Gros is dedicated to offering customers the highest level of service, whether they choose to shop in-store, by catalogue or online. Staples Canada/Bureau en Gros is also invested in a number of corporate giving programs that actively support environmental, educational and entrepreneurial initiatives in Canadian communities from coast to coast. Visit [www.staples.ca](http://www.staples.ca) for more information, and follow us on Facebook at [www.Facebook.com/StaplesCanada](http://www.Facebook.com/StaplesCanada) and on Twitter at [www.Twitter.com/StaplesCanada](http://www.Twitter.com/StaplesCanada)

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