



King Soopers/ City Market 65 Tejon St. Denver, CO 80223

March 5, 2014

Dear City Market Cares Organization,

As you know, City Market has been committed to supporting the communities where our associates and customers live and work. The *City Market CARES* program has helped more than 900 local nonprofit organizations raise funds. As neighbors in the community, we see firsthand how the recent economic challenges have impacted local nonprofit organizations. The need has never been greater. That's why we're dedicating \$400,000 a year to assist local charitable organizations and schools all sizes, through the new *City Market Community Rewards* program.

The new program will replace the *City Market CARES* program. Current nonprofit organizations will be listed online beginning March 5<sup>th</sup>; however, each individual must enroll their Value Card online at our secure website, [www.citymarketcommunityrewards.com](http://www.citymarketcommunityrewards.com) for their chosen organization to benefit from their individual spending. Starting April 1<sup>st</sup>, each time an enrolled member of your group shops at City Market using his or her Loyalty Card, your organization will contribute to your group's rewards. In addition, once a household member enrolls his or her card, all linked Loyalty Cards within that household will begin earning funds for your organization. Moving forward, each December we will require each organization to re-enroll, please note this is a change from our current program.

Participating groups know it pays when their supporters do all of their shopping at City Market. The process is simple. they shop using their enrolled Loyalty Card, and your nonprofit organization receives a reward check. City Market will pay up to \$400,000 to participating organizations based on their percentage of spending as it relates to the total spending of all participating City Market Community Reward organizations. Your organization raises funds with every eligible purchase your enrolled members make. Starting March 5<sup>th</sup> organizations and members can access [www.citymarketcommunityrewards.com](http://www.citymarketcommunityrewards.com) for complete details.

City Market is committed to helping our communities grow and prosper. Thank you for participating in our *City Market CARES* program in the past. We look forward to continuing to partner with your organization in the future as a *City Market Community Rewards* member!

Sincerely,

Kelli McGannon  
Director of Public Affairs