

Attention: Fund Raisers

# FIRST CHOICE

## Save-A-Label

... our group money-making program

# IS BACK!

Help the Non-Profit group  
of your choice:

- ★ Feed the Hungry!
- ★ Help your School!
- ★ Give to the Arts!
- ★ Support Church and Civic Organizations!

ShurSave is ready to help you help your favorite cause with hundreds of First Choice brand products on sale NOW!

Due to the overwhelming success of our 1990 Save-A-Label, this program has been extended thru

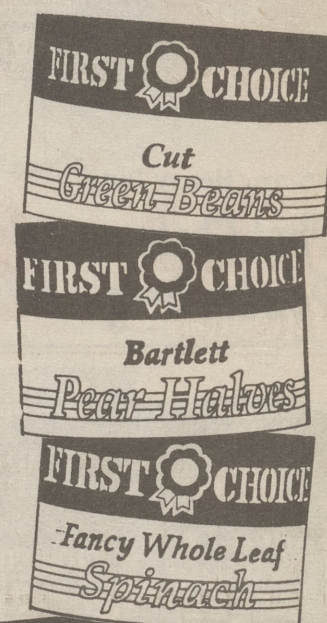
**DECEMBER 1991**

Start saving now! ... And get ready for the First Choice "Save-A-Label" sound of success! It's easy!

First Choice store brand labels can be redeemed for 3¢ each in the First Choice Save-A-Label Program. This can mean hundreds or thousands of dollars for your non-profit fund-raising group!

Ask your store for a registration card for your group.

First Choice Save-A-Label will send you a bonus label certificate worth \$30 when redeemed with the first 1000 or more labels from your group's collection!



## Earn 3¢ a Label!

The few rules for the First Choice Save-A-Label are very simple:

1. Save only the UPC symbol from the First Choice brand label for redemption. Here is an example of a UPC symbol ...
2. For your safety, there are a few exceptions to the First Choice labels eligible for redemption: All lithographed cans or bottles, such as canned soda and canned coffee, are excluded.
3. All UPC symbols must be wrapped in bundles of 100. This applies to whatever total amount of UPC's is being redeemed. Only label collections with First Choice brand UPC symbols totalling 1000 will be accepted. Collections of less than 1000 First Choice UPC symbols will not be honored.
4. Bonus Label Certificates are valid when redeemed with 1000 or more First Choice brand UPC's from your group's collection. Groups may redeem only one Bonus Label Certificate per year.
5. To redeem your collection, you will need to complete a redemption form. One of these will be mailed to you with your Bonus Label Certificate, or you can pick one up.
6. To mail your label collections, please wrap the package securely. Mark the package clearly with your address on the inside and outside of the package. Select a method of mailing which provides you with receipt of delivery, such as Certified Mail. Neither First Choice Save-A-Label, nor its affiliates, shall be responsible for labels not received by First Choice Save-A-Label, at the address herein, nor will redemptions thereof be honored.
7. Send First Choice Save-A-Label redemptions to:  
FIRST CHOICE SAVE-A-LABEL  
P.O. Box 1230  
Scranton, PA 18501-1230
8. Please allow four to six weeks for your redemption to be processed and the check returned to you. Checks and Bonus Label Certificates will be issued for a group name only. Label quantities are subject to verification by First Choice Save-A-Label.
9. First Choice Save-A-Label program is valid through December 31, 1991.
10. If you have any questions, please contact Customer Service at (717) 341-0210 or (717) 341-0200 Ext. 415.



**Shur  
Save**  
SUPERMARKETS

... your  
First Choice  
for  
Saving!