



The Public Education Foundation

Because young minds matter

FOR IMMEDIATE RELEASE

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The Public Education Foundation's Teacher EXCHANGE™ Distributes Free Supplies to New Teachers

Green Initiative Open for Back-to-School Shopping by CCSD Educators

LAS VEGAS (August 23, 2010) – After weeks of collecting school supplies through drives by various local businesses and donations by individuals, The Public Education Foundation, Harrah's Entertainment and the Harrah's Foundation, founding members of the Teacher EXCHANGE™, hosted a private shopping event today at the Teacher EXCHANGE™ for 2010-2011 first-year Clark County School District teachers.

Approximately 100 first-year teachers attended the event, which opened with a short welcome ceremony with CCSD School Board Trustee Terri Janison, Superintendent Walt Rulffes, Jan Jones of Harrah's Entertainment and Judi Steele of the Foundation. Each teacher then filled up a Harrah's Code Green shopping bag with free school supplies and materials for his or her classroom. Harrah's CodeGreen teams also provided information to attendees on sustainability and environmental stewardship.

The event kicked off back-to-school shopping at the Teacher EXCHANGE™. In preparation of the first day of school, CCSD educators can shop August 24-26 from 12 noon to 4 p.m. and August 28 from 9 a.m. to 1 p.m. The Teacher EXCHANGE™ is open year-round, with typical hours of operation on Tuesdays, Wednesdays and Thursdays from 2 p.m. to 5:30 p.m. and on Saturdays from 9 a.m. to 1 p.m.

Several businesses held school supply drives in August to benefit the Teacher EXCHANGE™, including KLAS-TV's "Tools For Teachers" campaign with Smith's Food & Drug Stores, Pizza Hut and 97.1 FM The Point; KTNV-TV's "Stuff the Bus" campaign with Albertsons and Wells Fargo; and, Beasley Broadcasting's supply drive with 102.7 The Coyote, 96.3 KKLZ, Frank Lee's Meineke Car Care Center and iCarly's Jennette McCurdy. Donations to the Teacher EXCHANGE™ are needed all year and help teachers save approximately \$1,600 which they typically spend out of their own pockets on classroom materials each year.

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Teacher EXCHANGE/2

“The Teacher EXCHANGE™ assumes an even more critical role as the state and the Clark County School District face an on-going challenge to meet the needs of its students and teachers which is why we are extremely grateful for the generosity of the Southern Nevada community and all the businesses that helped collect supplies,” said Judi Steele, president and CPO of The Public Education Foundation. “In addition to providing classroom supplies, the Teacher EXCHANGE™ offers teachers the ability to create vibrant and innovative projects and unique curriculum by using various materials in new and different ways to enhance teaching and learning.”

Through the Teacher EXCHANGE™, The Public Education Foundation and Harrah’s Entertainment’s nine Las Vegas resorts have taken a leadership role in workplace sustainability to improve resource management and reduce the amount of solid waste generated in Southern Nevada. A \$708,000 grant from Harrah’s Las Vegas resorts and the Harrah’s Foundation in 2008, has enabled the Teacher EXCHANGE™ to expand its outreach efforts and strengthen operations. In the 2009-2010 school year, the Teacher EXCHANGE™ touched approximately 6,550 teachers and impacted at least 196,500 students. Since its inception, the Teacher EXCHANGE™ has repurposed more than one million pounds of materials that would have been disposed of in local landfills.

“Our nine Las Vegas resorts and the Harrah’s Foundation are proud to be founding members of the Teacher EXCHANGE™,” said Jan Jones, senior vice president of communications and government relations. “We challenge everyone in the community to join us in providing materials to the teachers of Clark County.”

The green initiative is aimed at providing public school teachers with reusable, recycled and gently used materials and equipment to use in their classrooms. Donations of new and reusable materials, office supplies, surplus materials, computers, equipment and furniture are collected from businesses and individuals and provided to teachers to support classroom instruction. Many of the materials collected may have been otherwise disposed of in local landfills.

Teachers and students find many ways to use the items creatively in their classrooms. For example, by recycling surplus materials, teachers can use items such as ceramic tiles, wallpaper, yarn, fabric and craft supplies for a variety of projects that help students better understand math and science. In many classrooms, carpet samples and carpet squares are used for reading and activity centers that encourage literacy. Other materials are used to foster creativity in art projects, theater sets and plays.

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Teacher EXCHANGE/3

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Established in 2002, the Teacher EXCHANGE™ operates in a 9,000 square foot warehouse donated by Czarnowski Exhibit Services and located at 3165 W. Sunset Road. The Teacher EXCHANGE™ is open to licensed Clark County School District (CCSD) educators. Visitors must show identification upon entry.

About the Harrah's Foundation

The Harrah's Foundation is a private, 501(c)(3) foundation established to provide financial support to qualified organizations in communities where employees of the operating subsidiaries live and work. Established in 2002, the Harrah's Foundation is funded by Harrah's Entertainment properties and supports social reinvestment programs by funding eligible 501(c)(3) organizations dedicated to seniors, education and civic programs.

About Harrah's Entertainment, Inc.

Harrah's Entertainment is the world's largest provider of branded casino entertainment. Since its beginning in Reno, Nevada, more than 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions, and now operates casinos on four continents. The company's properties operate primarily under the Harrah's©, Caesars© and Horseshoe© brand names; Harrah's also owns the World Series of Poker© and a majority interest in the London Clubs International family of casinos. Harrah's Entertainment is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. Harrah's is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible steward of the environment. For more information, please visit <http://www.harrahs.com/>.

About The Public Education Foundation

The Public Education Foundation is a nonprofit organization dedicated to mobilizing community and global resources to meet the challenges of educating a growing and diverse Southern Nevada population. The Foundation's programs and initiatives are designed to improve student performance and advance quality educational opportunities for all children. Since 1991, the Foundation has raised more than \$67 million to improve teaching and learning in Southern Nevada's public schools. For more information about the Foundation, go to www.ThePEF.org.

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