



Dear Knox County Families,

We are pleased to announce this year’s Knox County Schools Coupon Book campaign will launch on **Thursday, Sept. 24, 2020**. The Coupon Book fundraiser is the school district’s biggest – raising more than \$1.4 million last year – and we couldn’t do it without your support!

This year’s Coupon Book features several new merchants, in addition to our partners who continue to return year after year. We are very thankful for all of the businesses in Knox and Sevier counties that have committed to giving back to our students, teachers and schools.

After more than three decades, the Coupon Book remains a great deal at only \$10. For every book sold, the majority of sales stays at our school – an amazing gift that directly benefits your student.

Our goal for 2020 is to sell 500 or more Coupon Books. If we succeed in this effort, the money will be used as follows:

- Electronic sign
- PBIS incentives
- \_\_\_\_\_
- \_\_\_\_\_

**Thank you** again for all you do to support Knox County Schools!

Sincerely,