



OFFICE OF MAYOR ANDY SCHOR

124 W. Michigan Avenue – Ninth Floor
Lansing, MI 48933

FOR IMMEDIATE RELEASE:
Monday, November 22, 2019

MEDIA CONTACT: Valerie Marchand
517-230-4904

Mayor Schor Announces Exciting New Partnership to Benefit Lansing SAVE Students

(LANSING) – Mayor Andy Schor announces an exciting new partnership between Kroger Community Rewards, Michigan State University Federal Credit Union’s (MSUFCU) Foundation the Desk Drawer Fund (DDF), Lansing School District and the City of Lansing to benefit Lansing SAVE students. By teaming up with Kroger Community Rewards, Kroger shoppers who link their Kroger Rewards Card will automatically have at least 1% of their overall combined grocery spending deposited quarterly to DDF to then be distributed evenly among Lansing SAVE accounts.

“I’m excited to share a new partnership between MSUFCU’s Desk Drawer Fund and the Kroger Community Rewards program, and how we established this partnership thanks to the generosity of the US Conference of Mayors, through funding from Bank of America,” said Mayor Andy Schor. “This is a great opportunity to show our Lansing School District students that the community is invested in their future.”

In April 2019, The City of Lansing was awarded a US Conference of Mayors DollarWise Innovation Grant, funded by Bank of America. The \$10,000 will help support marketing efforts to promote this new partnership and encourage Kroger shoppers to link their cards.

“Congratulations to Mayor Schor and the City of Lansing for winning a U.S. Conference of Mayors DollarWise Innovation grant. The Lansing SAVE program is a great example of how we can give the next generation the tools they need to achieve their hopes and dreams. Cities across the nation will be watching with a strong interest in this novel approach,” said Rochester Hills Mayor and U.S. Conference of Mayors President, Bryan K. Barnett.

Lansing SAVE, or Lansing Student Accounts Valuing Education, is a post-secondary education savings program for every Lansing School District kindergartener. Lansing SAVE launched in January of 2015 through a partnership between MSUFCU, Lansing School District and the City of Lansing.

“The partnership with the City of Lansing, MSUFCU and the Desk Drawer Fund helps empower youth to realize their dreams,” said Whitney Anderson-Harrell, Executive Director of the Desk Drawer Fund and MSUFCU Chief Community Development Officer. “The foundation removes barriers for youth and empowers our future leaders.”

To help students in Lansing prepare for post-secondary education, go to [Kroger.com](https://www.kroger.com) and login to your account (or create one). Then, click on "Community Rewards" and search for the code RN620 (or search for Desk Drawer Fund). Click "enroll now".

###