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**For Immediate Release:** September 28, 2011

**Bartell Drugs expands support of local community organizations with new “B” Caring Card**

***Year-round fundraising program for local schools and qualifying non-profits kicks off October 1, 2011***

SEATTLE—[Bartell Drugs](#) launches a new fundraising tool for local schools, athletic groups, churches and other qualifying non-profit organizations with the October 1 introduction of its “B” Caring Card Program. Bartell’s, known for its support of community programs in King, Pierce and Snohomish counties, is pleased to offer this opportunity to target donations by its loyal customers, said George Bartell, chairman and CEO of the family-owned drugstore chain.

“By simply shopping at one of our 58 stores, up to 4% of the purchase amount by “B” Caring Card holders will be contributed to qualifying organizations of their choice,” said Bartell. “We’re excited to provide groups with new, on-going fundraising opportunities.”

Once registered, every time the “B” Caring Card is presented and scanned at the checkout, a percentage of the total bill will be allocated to the customer’s designated non-profit organization (such as a school, church, athletic group or youth group). Bartell’s will transfer accumulated contributions by cardholders directly to the registered organizations monthly.

Participating customer cardholders may designate up to three schools/non-profit organizations to receive contributions. The “B” Caring Card is not a gift card so no purchase is required up front.

To provide this opportunity, Bartell’s has teamed up with eScrip (Electronic Scrip Incorporated), a company dedicated to establishing relationships between commerce and communities. Area schools and non-profit organizations already involved with the eScrip program are expected to take advantage of the new fundraising opportunity through purchases at their neighborhood Bartell’s store.

“We are so excited to have Bartell's coming on the eScrip program, said Amy Perez, eScrip Coordinator for Lake Wilderness Elementary School. “There is a Bartell's close to our school and we are excited for the great addition they will make to our eScrip program. We look forward to working with them,” Perez adds.

For more information, or to sign up to participate, see a cashier at any Bartell Drugs location beginning October 1 or visit [eScrip.com/BCaringCard](http://eScrip.com/BCaringCard)

### **About Bartell Drugs**

Founded in Seattle in 1890, Bartell Drugs owns and operates 58 stores in King, Snohomish and Pierce counties. Family-owned and operated, it is the nation's oldest drugstore chain. For more information on Bartell Drugs, visit [www.bartelldrugs.com](http://www.bartelldrugs.com)

### **About eScrip**

Headquartered in San Mateo, Calif., eScrip is a subsidiary of Electronic Scrip Incorporated (ESI). With the introduction of eScrip, ESI pioneered a new phase of cause-related marketing and remains the committed leader in the field. To date, with participation from millions of families, the eScrip program has generated more than \$320 million in merchant contributions to schools and nonprofit organizations across the country. For more information, visit [www.escrip.com](http://www.escrip.com)