



WHAT IS MILK CAPS FOR MOOOLA?

MILK CAPS FOR MOOOLA IS A FUNDRAISING PROGRAM BY LONGMONT DAIRY FOR ELIGIBLE SCHOOLS IN COLORADO. SCHOOLS MAY USE THE FUNDS TO BENEFIT THEIR STUDENTS IN ANY WAY THEY CHOOSE. MOST SCHOOLS USE THEIR "MOOOLA" FOR FIELD TRIPS, SPORTS OR PLAYGROUND EQUIPMENT, ART SUPPLIES, AND IPADS.

IN THE FIRST YEAR OF THE PROGRAM, WE COLLECTED AROUND 25,000 CAPS. NOW, WE COLLECT A WEEKLY AVERAGE OF 40,000 CAPS DURING THE SCHOOL YEAR, WITH OVER 400 SCHOOLS CURRENTLY PARTICIPATING! TO DATE, OVER 17 MILLION CAPS HAVE BEEN COLLECTED WITH OVER \$850,000 DONATED TO SCHOOLS.

LONGMONT DAIRY CAPS ARE WORTH 5¢ EACH AND ARE REDEEMABLE FOR CASH BY PARTICIPATING SCHOOLS ONLY.

PARTICIPATING IS AS EASY AS 1-2-3!

HOW DOES THE PROGRAM WORK?

- 1. DRINK – LONGMONT DAIRY MILK, COLD BREW, LEMONADE, ORANGE JUICE, EGGNOG, ETC. ALL CAPS FROM LONGMONT DAIRY PRODUCTS IN OUR GLASS BOTTLES ARE ELIGIBLE.**
- 2. COLLECT – SAVE AS MANY BOTTLE CAPS AS YOU CAN! RECRUIT YOUR FAMILY AND NEIGHBORS, TOO, TO HELP KEEP OUR CAPS OUT OF THE TRASH.**
- 3. REDEEM – BRING YOUR MILK CAPS TO SCHOOL AND HAVE YOUR CHILD TURN THEM INTO THE OFFICE. WE'LL PICK THEM UP FROM YOUR SCHOOL AND REWARD YOU WITH MOOOLA!**

