

EDUCATION

Eighty-Eight Percent of Teachers Seek Book Discounts and More

(NU) - It's undeniable that teachers are considered to be some of the most significant and respected people in our lives. In fact, about 80 percent of Americans feel strongly so, according to the Global Teacher Status Index.

Despite being revered, many teachers still don't have enough access to the primary tools of education: books. According to a recent panel with educators, bookseller Barnes & Noble found that the number one thing teachers want more of for their classrooms is books. Furthermore, educators said they often use their own money to buy additional books for their students.

This need will be particularly relevant in coming months as teachers do their back-to-school shopping. Last year, teachers spent an average of \$652 of their own money on classroom supplies, according to Agile Education Marketing and SheerID. That's likely why that same survey found that 88 percent of teachers actively search for companies that offer a teacher discount.

Educators will be glad to know, then, that Barnes & Noble is extending its annual Back to School Educator Appreciation Days, making it the longest one ever. The world's largest retail bookseller kicks off the deals on July 20 and celebrates educators every Saturday and Sunday through September 15.

"It's central to Barnes & Noble to recognize our teachers and administrators for their dedication and hard work," says Tracy Vidakovich, Vice President of Business Development. "We're thrilled to lengthen this year's Educator Appreciation Days to help them stretch both their time and budgets with more days to shop and save on school year items."

All US stores will feature special discounts expressly for grades pre-K through 12 public, private and homeschool teachers and administrators who are enrolled in the free Barnes & Noble Educator Discount Card Program. It includes 25 percent off most mer-



chandise such as books, toys and games. The offer will also be valid at BN.com.

"Our Educator Appreciation Days help teachers and administrators prep for the new school year at a great value," continues Vidakovich. "What's more, Barnes & Noble supports teachers year-round through its free Barnes & Noble Educator Discount Card Program."

Educator Appreciation Days special discount offerings include:

- 25 percent off list price on most books, gifts, music, DVDs, and toys and games for classroom purchase
- 10 percent off all Café consumables purchases
- 10 percent off discount applied to price after instant rebate on select NOOK devices, including Samsung Galaxy Tab A NOOK 7", Samsung Galaxy Tab S2 NOOK 8", Samsung Galaxy Tab E NOOK 9.6", as well as NOOK Glowlight 3 and NOOK Glowlight Plus.

Some states - including Alabama, Florida, Missouri, New Mexico and others - even have their own back-to-school tax holiday periods during which select back-to-school items are sales tax-exempt, allowing for even more savings. Check if your state is one of them.

To take advantage of Barnes & Noble offers, educators can apply for their Barnes & Noble Educator Discount Card in their local store or download the form here.

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