

WELCOME TO THE H-E-B BUDDY LEAGUE!

AS A LONG TIME *SUPPORTER OF EDUCATION* IN THE COMMUNITIES WE SERVE, H-E-B UNDERSTANDS THAT CHILDREN LEARN BEST WHEN THEY HAVE A GREAT DAY AT SCHOOL. THAT IS WHY WE ARE DEEPLY COMMITTED TO *SUPPORTING AND REPRESENTING* A DIVERSE AND INCLUSIVE CULTURE FOR ALL-INCLUDING IN OUR TEXAS CLASSROOMS.

THROUGH THE H-E-B BUDDY LEAGUE, WE AIM TO PROMOTE DIVERSITY AND INCLUSION BY INSPIRING KINDNESS AND RESPECT OVER SUCH NEGATIVE BEHAVIORS AS TEASING, EXCLUSION, AND BULLYING.



ADDITIONAL DIVERSITY & INCLUSION RESOURCES

AT H-E-B, WE ARE COMMITTED TO PROVIDING YOU WITH TOOLS YOU NEED TO LEARN MORE ABOUT PROMOTING INCLUSION AND DIVERSITY IN YOUR CLASSROOM.

**U.S. DEPARTMENT OF HEALTH
AND HUMAN SERVICES:**
WWW.STOPBULLYING.GOV

ANTI-DEFAMATION LEAGUE:
[WWW.ADL.ORG/EDUCATION-OUTREACH/
BULLYING-CYBERBULLYING/](http://WWW.ADL.ORG/EDUCATION-OUTREACH/BULLYING-CYBERBULLYING/)



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WELCOME TO THE

H-E-B

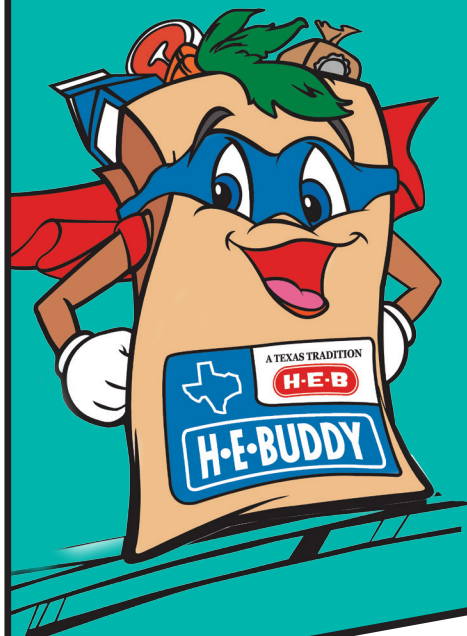


JOIN US IN OUR QUEST TO SPREAD:
**KINDNESS, INCLUSION, RESPECT, HELPING,
AND STANDING UP FOR OTHERS.**

JOIN THE H-E-B BUDDY LEAGUE!

OCTOBER IS DIVERSITY AWARENESS MONTH AND YOU CAN CELEBRATE WITH H-E-B! HOW? BY JOINING THE H-E-B BUDDY LEAGUE! USE THE ITEMS ENCLOSED TO CELEBRATE DIVERSITY & INCLUSION YEAR ROUND.

- H-E-B BUDDY LEAGUE POSTERS DESIGNED TO INSPIRE ACTS OF KINDNESS & COURAGE.
- CLASSROOM TOOLS INCLUDING A DRY ERASE H-E-B BUDDY LEAGUE POSTER AND STICKERS TO HELP PROMOTE DIVERSITY & INCLUSION IN THE CLASSROOM.
- H-E-B BUDDY LEAGUE COLORING SHEETS FOR STUDENTS.



FOR MORE CLASSROOM RESOURCES, INCLUDING FUN, EDUCATIONAL H-E-B BUDDY LEAGUE VIDEOS AND SONGS, VISIT HEB.COM/LEAGUE.

H-E-B BUDDY LEAGUE STUDENT ADVOCATE AWARD

AS YOUR PARTNER IN EDUCATION, H-E-B IS TAKING A STAND FOR INCLUSION IN OUR SCHOOLS. THE H-E-B BUDDY LEAGUE STUDENT ADVOCATE AWARD IS DESIGNED TO RECOGNIZE EXEMPLARY STUDENTS WHO EMBODY THE H-E-B BUDDY LEAGUE GOALS SUCH AS LEADERSHIP, FRIENDSHIP, AND KINDNESS AMONG THEIR PEERS.

WHO IS ELIGIBLE?

STUDENTS WILL BE ELIGIBLE FOR NOMINATION AND RECOGNITION IF ENROLLED IN FIRST THROUGH THIRD GRADE OF AN ACCREDITED TEXAS PUBLIC, PRIVATE, OR CHARTER SCHOOL, WHERE THAT SCHOOL IS LOCATED WITHIN 20 MILES OF AN H-E-B STORE.

WHO CAN NOMINATE?

TEACHERS ARE ENCOURAGED TO OBSERVE THEIR STUDENTS' BEHAVIOR AND ACTS OF KINDNESS THROUGHOUT THE SCHOOL YEAR AND NOMINATE ONE OR MORE CHILDREN FROM THEIR CLASSES.

WHEN IS THE DEADLINE?

ONLINE NOMINATIONS WILL BE ACCEPTED FROM OCTOBER 1, 2017, THROUGH FEBRUARY 28, 2018.

HOW WILL THE APPLICATIONS BE REVIEWED?

NOMINATIONS WILL BE REVIEWED BY A PANEL OF H-E-B PARTNERS ON H-E-B'S REGIONAL DIVERSITY LEADERSHIP COUNCIL, WHO WILL SEEK INPUT AND GUIDANCE FROM DEVOTED COMMUNITY LEADERS. THE PANEL WILL DETERMINE THE CRITERIA THEY APPLY IN REVIEWING NOMINATIONS.

WHEN WILL NOMINATORS BE NOTIFIED?

TEACHERS WHO NOMINATED WINNING STUDENTS WILL BE NOTIFIED DURING THE MONTH OF APRIL 2018.

HOW MANY STUDENTS WILL RECEIVE AN AWARD?

UP TO 250 TEXAS STUDENTS WILL BE RECOGNIZED. THE ODDS OF WINNING AN AWARD DEPEND ON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED.

CAN MULTIPLE STUDENTS IN ONE CLASS BE NOMINATED?

YES. ALTHOUGH IT IS GENERALLY ANTICIPATED THAT NO MORE THAN ONE STUDENT PER GRADE AT ANY SPECIFIC SCHOOL WILL RECEIVE AN AWARD, TEACHERS MAY NOMINATE AS MANY STUDENTS AS THEY WISH.

WHAT IS THE PRIZE?

EACH WINNER OF AN H-E-B BUDDY LEAGUE STUDENT ADVOCATE AWARD WILL RECEIVE AN H-E-B BUDDY LEAGUE MEDAL AND A PRIZE PACK OF GIFT ITEMS (VALUE: NOMINAL; \$50 OR LESS) RECOGNIZING HIS OR HER ACCOMPLISHMENT.

HOW WILL RECIPIENTS BE NOTIFIED?

TEACHERS WITH A SELECTED STUDENT, WHO WILL BE CONTACTED DURING THE MONTH OF APRIL 2018, WILL NOTIFY THE SELECTED WINNERS.

DO STUDENTS OR TEACHERS NEED TO BUY ANYTHING?

NO. NO PURCHASE IS NECESSARY TO NOMINATE A STUDENT OR WIN AN AWARD.

WHY IS H-E-B DOING THIS?

H-E-B HAS AN UNPARALLELED COMMITMENT TO OUR COMMUNITY AND TO DIVERSITY. WE RECOGNIZE THE OPPORTUNITY TO HAVE A POSITIVE IMPACT ON THE CHILDREN IN OUR SCHOOLS, AND TO HELP CREATE A SAFE LEARNING ENVIRONMENT FOR ALL STUDENTS.

FOR QUESTIONS OR MORE INFORMATION, SEND AN EMAIL TO [DIVERSITY@HEB.COM](mailto:diversity@heb.com) OR CALL 1-800-432-3113.

