

ArTote Project

Guidelines for Shop\$mart Schools Participation

Big city brands and merchandisers go to great expense designing and distributing walking billboards (shopping bags) that inevitably end up someplace out-of-sight. Merced Mall wants to lessen the impact of such wastefulness with the **ArTote Project** – a fun and artistic way to implement a re-usable shopping bag for everyone to admire and benefit from.

20 natural cotton tote bags have been provided to each participating school enrolled in Merced Mall's **Shop\$mart for Schools** program.

Schools are invited to transform each bag into a piece of reusable art. There are no rules for the design process. You are only limited by your imagination and may use any combination of materials to achieve a perfect result – oils, acrylics, fabric paint, embroidery, glue, glitter, ribbons, tie-dye, silk screen, collage,... it's your call!

Theme ideas (*but not limited to*):

- Nature – Earth, Wind, Water, Fire
- Conservation & Re-use
- School or Organization Logos
- The Masters – Borrow ideas from Picasso, Van Gogh, Warhol, Disney,...
- Family Pet or Self Portrait
- MERCED MALL – *Winning design will go places!*

Schools are allowed to add to the number of bags each school submits to Merced Mall by the October 3rd deadline. However, **Shop\$mart** bonus points (50) will only be awarded for each one of the original bags provided by Merced Mall – up to 1,000 points. Additional reusable bags can be hand-made or purchased from any source. Merced Mall will sell additional bags at cost (\$3.50 – includes tax) for preorders made before Tuesday August 26th. *Hint: The more bags for your fundraiser – the more money for your school.*

The FUNdraiser ▶ ▶ ▶ ▶

▶ Bags delivered to Merced Mall by October 3rd will be displayed in Center Court through mid-October. ▶ **FOUR or FIVE schools** (each evening of October 14 thru 18, 6:30-8:00 pm) will co-host a live and silent auction on the mall with all proceeds going with those schools at the end of each event. ▶ **Shop\$mart** program coordinators from each school should decide on a first and second choice for their event date before calling Merced Mall to reserve on a first-come basis. ▶ Merced Mall will provide each school with an invitation master for making copies to send home with students.

AWARDS ▶ **Best Design from Each School: \$50 Gift Card** ▶ **Best of Show (K-8): \$100 Gift Card**

The **ArTote Project** is a good opportunity for class discussions concerning **CARBON FOOTPRINTS**: cause and effect of consumerism and waste byproducts; recycling and re-use technologies; conservation.

For assistance call **William Taylor**, Marketing Director/Programs Coordinator at **209-723-3981**.