Borders® Celebrates Educator Appreciation Days
April 8-12

Borders is inviting educators to treat themselves to a little something special during Educator Appreciation Days April 8 – April 12. Educators and administrators will enjoy 30% off the list price of all books, music CDs, toys and games, up from the previous Educator Appreciation event discount of 25%. In addition, educators who are members of the Borders Rewards Plus program can enjoy an additional 10% off their purchases, providing an incredible opportunity to stock up on hot titles in time for Spring Break. All discounts can be enjoyed in Borders stores as well as Waldenbooks and Borders Express stores nationwide.

In addition to offering a robust discount — which applies to personal as well as classroom purchases — Borders stores across the country will host various activities for educators including author signings, musical performances, raffles and more during Educator Appreciation Days. (Events will vary by store.) Teachers can, of course, use the discounts on items throughout the store including products in the Borders Teaching Zone section, which features educational workbooks, curriculum development books, inspirational narratives, as well as many non-book items such as stickers and classroom decor products.

Current educators including pre K-grade 12 teachers as well as certified homeschoolers, school administrators, librarians and college instructors can all take advantage of the Educator Appreciation Days special savings opportunity, which also includes 10% off DVDs for classroom use, each time they present their Borders Classroom Discount Card, which is available for free at all Borders and Waldenbooks stores nationwide.

Sign Up for Borders Bucks Donations

The company today also reminded customers that they too can support their favorite teachers by donating the Borders Bucks they’ve accrued to a classroom – and Borders will match their donations, dollar for dollar. (Rewards members accrue $5 in Borders Bucks for every $150 spent on qualifying purchases.) Borders believes these donations of Bucks can help teachers garner necessary reading and scholastic materials for the classroom.

All that is required for a teacher to receive Bucks donations is to show proof of educator status at any Borders or Waldenbooks store and then visit borders.com/rewards to register. Once registered, customers can visit the site and donate their Bucks. Teachers can use the donated Bucks to purchase classroom materials and supplies at any Borders or Waldenbooks store and online at Borders.com.