

# Tulare County Office of Education

*Jim Vidak, County Superintendent of Schools*

October 22, 2002

## For Immediate Release

**Contact:** Pamela Kunze  
Public Information Officer  
559/733-6606

### Tulare County Office of Education announces: “The School Store” Opens for Business Soon: Retail Concept Highlights the Excellence of Tulare County Students and Schools

*Visalia, CA* – Last spring, Tulare County Superintendent of Schools, Jim Vidak, began investigating the development of a retail outlet that would promote and sell products and services that were developed and/or created by Tulare County students and school programs. Thanks to a lot of hard work, dedication and assistance from several key partners throughout the community, the Tulare County Office of Education and the Tulare County School-to-Career Project are nearly ready to open their first retail outlet of its kind, “The School Store.”

According to Tulare County Superintendent of Schools, Jim Vidak, “This is a win-win scenario where students, families and community members all stand to benefit. There’s no limit to what can be marketed as long as the product or service was designed, developed, and/or constructed by students.”

Vidak further explains that prior to being sold, products will be reviewed and approved by “The School Store’s” advisory and student management team. Once approved, items will be sold on consignment with a portion of the proceeds benefiting county schools and students.

# Tulare County Office of Education

*Jim Vidak, County Superintendent of Schools*

Located at the Sequoia Mall in Visalia, “The School Store” will offer everything from environmentally-themed items to holiday gift baskets to school supplies and memorabilia. What’s more, it will be staffed entirely by college and high school students who will gain valuable retailing and management experience – as well as being paid a salary.

“The School Store” will be open for business this Saturday, October 26. Anyone who is interested in learning more about this innovative retailing concept is invited to stop by “The School Store” to peruse the initial product line and meet the student staff members.

-- TCOE --

Rel: 08/02