

## COMPANIES FUND CAMPAIGN TO HELP NATION CATCH ON TO COMPUTERS

White Plains, N.Y. — In response to President Reagan's call for more private sector involvement in public education, General Foods' Post Cereals and Atari, Inc. will launch this fall a nationwide, multi-million dollar computer literacy program called "Catch on to Computers."

Designed to give all age groups a free hands-on learning experience with computers, "Catch on to Computers" will run in 10 cities across the country during October, November and December, introducing the basics of computing to more than 50,000 children, adults and teachers.

"At a time when public education is frustrated by budget cuts and austerity programs, "Catch on to Computers" is a perfect example of the private sector reaching out on a national level to assist in raising the standard of education in this country," says Jane Laidley, executive director of the People's Computer Company, a California-based, non-profit organization that runs community literacy projects worldwide.

The program kicks off in New York City on Oct. 5 with a 10-day "Catch on to Computers" learning festival.

On the same day, a similar special event debuts in San Francisco, followed by programs in Los Angeles, Milwaukee, Denver, Chicago, Washington, D.C., Houston, New Orleans and Atlanta.

At each stop on the tour, computer training experts will present 80 hours of free tutorials specially designed for "Catch on to Computers" by the People's Computer Company. Thousands of free booklets detailing the "ABCs of Computing" will be distributed to all participants. In addition, weekend open houses are scheduled to provide family members and any interested individuals time to informally operate the computers under supervision.

In each city, the structured tutorials will run

every hour on weekdays starting at 9 a.m. and ending at 8 p.m. Open houses will be held on Saturday and Sunday from 9:30 a.m. to 4:30 p.m. Organizers are requesting that schools, groups and individuals pre-register for the tutorials. An overwhelmingly successful pilot program in Cleveland earlier this year resulted in more than 5,000 Cleveland residents participating in the 10-day festival.

The "Catch on to Computers" events are also part of a national program offering free ATARI computer hardware and software in exchange for proof-of-purchase seals from any one of the entire line of Post cereal brands.

Any school, or group affiliated with a school, is eligible for the free equipment offer, which will run for one year.

"We understand the difficulty public schools are having in coming up with funds for computer equipment," says Tom Herskovits, general manager of General Foods Breakfast Foods Division. "This offer will enable thousands of schools from every corner of the country to obtain badly needed computers, software and peripherals."

For a specified number of Post cereal proof-of-purchase points, a wide-range of ATARI equipment is available—from the ATARI 800XL and 1450XLD Home Computers to printers, cassette and disk drive units, expansion devices and a wide selection of high quality educational software.

The role of computers in education has grown enormously in recent years. The number of computers bought by schools in 1982 surpassed the total number of computers purchased from 1970 to 1980.

For more information on the free equipment offer or any of the events, write to "Catch on to Computers," P.O. Box 3445, Kankakee, Ill.

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