

Tulare County Office of Education

Jim Vidak, County Superintendent of Schools

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For Immediate Release

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Tulare County Office of Education announces: “The School Store” Open for Business in Time for the Holidays

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, TCOE staff members, and students throughout Tulare County, that vision has come to fruition as “The School Store.”

Located at the Sequoia Mall in Visalia, “The School Store” offers everything from environmentally-themed items to school supplies and memorabilia. There’s no limit to what can be marketed as long as the product or service was designed, developed, and/or constructed by students. What’s more, the store is staffed entirely by college and high school students who will gain valuable retailing and management experience – as well as being paid a salary.

Just in time for the holidays, the School Store has broadened its inventory to include holiday items and services. Custom and ready-made gift baskets are available, along with a large variety of school-themed stocking stuffers. Additionally, the School Store staff will be more than happy to wrap your purchases.

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“This is a win-win scenario where students, families and community members all stand to benefit throughout the year – not just during the holidays,” says Tulare County Superintendent of Schools, Jim Vidak. “If we can help customers with their holiday shopping needs now, that’s great! Hopefully, they’ll remember us for future gift-buying occasions, too.”

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