

**ST. JOHNS COUNTY  
HONOR CARD PROGRAM  
SUMMARY**

It is our hope that our students and their families will realize that they live in a business community that appreciates academic excellence. Your participation reinforces the commitment we have to recognize those students that complement us by their example.

An investment in our students through discounts or other considerations will in turn benefit your business in the following ways:

- A. Recognition of your business through circulated newsletters and fliers to the families of students (grades 3-12), in addition to county wide advertising when available.
- B. The support of the families and friends of the students as they realize they too benefit from your discounts or compensations.
- C. Capturing the buying power and loyalty of young adults as they grow into mature independent consumers.
- D. Most importantly, you will do your part in achieving what tax dollars for education can't; that is, to help provide an incentive for the average student to achieve a 3.0 grade point average (B average) or better. When the day comes that they realize their potential in life, their academic skills will enable them to achieve that goal.

**THE HONOR CARD PROGRAM  
904-547-3945  
A ST. JOHNS COUNTY SCHOOLS  
BUSINESS PARTNERSHIP  
WITH  
FLORIDA POWER & LIGHT  
AND LOCAL BUSINESSES**