

Back to School

It's a little complicated this year



What matters to parents this year?

- Affordability of school supplies/clothing
- Mask requirements and vaccinations

Our readers care about the practical things that affect their lives

Back to school is expensive. Let's make consumers' lives a bit easier, shall we?

Walmart adding Justice tween brand to 2,400 stores, Walmart.com in time for back-to-school shopping

The Justice tween brand is making a comeback in time for the back-to-school shopping season with the help of Walmart, the world's largest retailer.

SHOPPING Kelly Tyko 7:36 a.m. ET Jul. 15



Cashback app Ibotta giving away free school supplies for back to school at Walmart, Target and more

Get free school supplies at Walmart, Target, Instacart, H-E-B and Shipt through Ibotta for its "Back to School Free for All" program.

SHOPPING Kelly Tyko 7:53 a.m. ET Jul. 15



Target's teacher discount is coming back. Here's how educators, including home school teachers can save 15%

Target's Teacher Prep Event returns July 18 with a 15% discount for teachers, including preschool, home school educators and college professors.



Localize it:

What tax holidays, regional retailers' specials/sales, local businesses 'doing good' are opportunities in your region?

Vaccinations and mask requirements

- Shout out to Tennessean team's coverage of vaccination recruitment and updated regulations
- When we solve for people's pressing questions in a time of chaotic communication from public health and government officials, we win
- What's been updated? What questions are parents asking? That's our sweet spot