

Best Buy Offering Students Cash for Good Grades

By Allison Jean Eaton
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Attention all Compton students: Got an A on your report card? Then get to Best Buy!

The major electronics dealer located at Gateway Towne Center is offering \$10 gift cards for each A a student receives on his or her report card. The program, "It Pays to Get A's," is good for up to five A's, or \$50, per report card and will be good at the end of this semester only.

The offer is valid solely at the Compton store.

The program is available to students enrolled in Compton schools in any grade level, from kindergarten to the 12th grade.

Best Buy Compton General Manager Marco Orozco said the offer aims to drive traffic to the new store, which has been open for nearly two months.

"We've been kind of hit and miss as far as getting the word out that we're here and we're open for business," he said. "We're trying to do a lot of creative stuff for the community and engage the community and let them know we're here."

Orozco credited Troy Campbell, who heads the local nonprofit mentoring program Born to Win, with coming up with the idea.

The offer initially was only going to students at schools where the mentoring program operates, Dominguez High and Lifeline Charter School, but Orozco decided to extend it to all local students.

If the program proves to be a success, Orozco said he will consider extending the offer at the end of future semesters.

"It's something new, we're testing it," he said. "We're going to see what kind of bang we can get for our buck."

Students who plan to take advantage of the program should bring their report cards to the store and ask for a manager, who will check to make sure it is authentic. Once a student has participated in "It Pays to Get A's," his or her report card will be stamped to ensure individuals do not try to take advantage of the offer.

Orozco said Dominguez math teacher Julie Guerrero, who belongs to Campbell's church, will be assisting him in handling the program.

"It's a great incentive for the students, and it's a nice way to get the word out about the shopping center," he said.

Compton Unified School District (CUSD) lauds the store's move.

"We're excited about Best Buy's wonderful offer. I hope our students will take advantage of the opportunity, continue to excel and be rewarded for their hard work," said Interim Superintendent Elisa L. Sanchez. "On behalf of Compton Unified School District, I'd like to thank Best Buy for its dedicated efforts in encouraging excellence in education, especially within the CUSD community. It's a pleasure to have such fantastic supporters right in our neighborhood."

Gateway Towne Center is located just of the 91 Freeway at Alameda Street, adjacent to Crystal Park Hotel and Casino.

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