

## Coupons

Coupons? Is there such a word? According to the online dictionary the definition of coupons is "the activity of seeking out or saving discount coupons to save money on food or household purchases." Did you know that as far back as 1888, Asa Candler was the first person in our country to use the coupon to promote his Coca-Cola product? He bought the formula for Coca-Cola from John Pemberton for \$550 and today the company's net revenues for the full year of 2016 were \$41.9 billion. This amazing growth was accomplished mostly through his aggressive marketing strategy using free voucher coupons, where he would advertise by inserting them in magazines and mailing them across the country.

In 1909 C. W. Post started the first cents off coupons for his cereal products. Post cereals still provide coupons 100 years later, except now you save a dollar instead of a penny. Do we use coupons today? We sure do! According to the website "thegoodstuff" by coupons.com, 311 billion coupons were distributed in 2011 and 3.5 billion were actually redeemed with an average face value of \$1.14. Food accounted for 65.7% of those coupons. You can print out coupons, flash them on your smartphone screen or insert a coupon code in an online shopping cart order. With all those coupons out there, how do we use them to benefit our families the most?

The Columbus Public Library (CPL) is hosting a coupons class taught by Nicole McDonald called "Mom Saves Money" on Saturday, October 21<sup>st</sup>, at 2 pm. Nicole McDonald, author of "The Extraordinary Art of Coupons", blogs about coupons, deals, freebies and all things frugal at [www.momsavesmoney.net](http://www.momsavesmoney.net). She teaches coupons, meal planning, freebies, and frugal family fun classes at Metropolitan Community College and Iowa Western Community College. She will focus on the grocery stores in our area to give us the most beneficial class possible. So join us for a class all about coupons and finding the best deals for beginners and experienced coupon users. Nicole McDonald's class will cover how to shop for free using coupons, getting organized, maximizing savings at the grocery store, coupon anatomy and common coupon abbreviations, stacking coupons and price matching, and where to find the best coupons. This class will have your spouse thrilled to watch the kids, so you can attend and start saving money!

Remember to bring your children to the Trick or Treat event at Frankfort Square on Thursday, October 26<sup>th</sup> from 5 pm to 7 pm. The Columbus Public Library will have a craft table set up (weather permitting) at the square. One of the many fun, free things provided for your trick or treaters! In case of bad weather, we will host the craft in CPL's children's room. At the library, staff will be handing out candy and Halloween bookmarks at the checkout desks on the evening of the 26<sup>th</sup> and also on the 31<sup>st</sup>, Halloween day. Keep your spooks and tricksters safe and have a Happy Halloween!

In November on the evening of Thursday the 16<sup>th</sup>, from 5pm to 8pm, the library will have an indoor story walk for families to enjoy. It is in correlation with the Downtown Shopping Stroll event. This year the delightful mice in the story of "Pip and Squeak" by Ian Schoenherr will be featured on different story boards around the library. Follow a map to each story board station for a treat. Have some free family fun at Columbus Public Library when you come to check out books!