

How Student Status Adds Up to Savings

Find out which businesses offer significant and surprising discounts



SMART MOVE
At many national retailers, flashing a student ID will save you cash.

WITH THE START of the school year upon us, you may be sweating about how much cash you'll have to drop on clothing, electronics, and other back-to-school must-haves for your high school or college student.

American cash registers will be busy: According to the National Retail Federation, total spending for back-to-school and college is expected to reach \$68 billion this year.

If your child is a college student searching for a deal—or if you're one yourself—you'll find many stores and services offering discounts that take some of the sting out of all the expense. Some extend the discounts to younger students, from kindergartners through high schoolers.

You need only one thing to qualify for savings at most stores: evidence of enrollment. For online purchases, that can be as easy as signing up with a student discount program using a student e-mail address. For in-store purchases, simply flash a student ID at the register. Here are some of the bargains we found:



Apparel, Sporting Goods, and Footwear

- **Ann Taylor** The retailer offers a 15 percent discount for full-priced purchases in stores when shown a college student ID. It extends the offer for online purchases, too. In order to receive that discount, registration with **UNIDAYS**—a student discount service—is required. Registration is free.

Through **UNIDAYS**, additional discounts are available online from stores such as Claire's, Toms, Urban Outfitters, and

others. Be sure to go to myunidays.com for the full list of participating retailers.

- **Banana Republic, J.Crew, and Madewell** Each of these companies offers a 15 percent discount for in-store purchases when shown a college student ID. Teachers are also eligible to receive the discount.

- **Foot Locker and Lady Foot Locker** Students get 10 percent off online purchases of \$50 or more when they use a Student Advantage Discount Card, a program that offers reduced prices at various retailers and service providers. The discount cards are available for purchase online for \$22.50 for one year (add \$10 for each additional year). The price includes shipping and handling costs. To qualify for the card, students have to be 16 or older.

Food and Entertainment

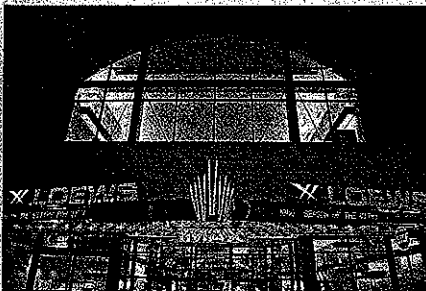
- **AMC Select** AMC theaters have “Student Day” every Thursday, during which you or your child can get a reduced-price ticket when presenting a college or high school ID. Those who have the above-mentioned Student Advantage Discount Card are eligible to receive up to 40 percent off prepaid tickets.

- **Cinemark** Participating Cinemark theaters offer deals to students. Discount days and times vary by location.

- **Dairy Queen** High school and college students are eligible to receive a discount card or a “Student Meal Deal” at participating locations.

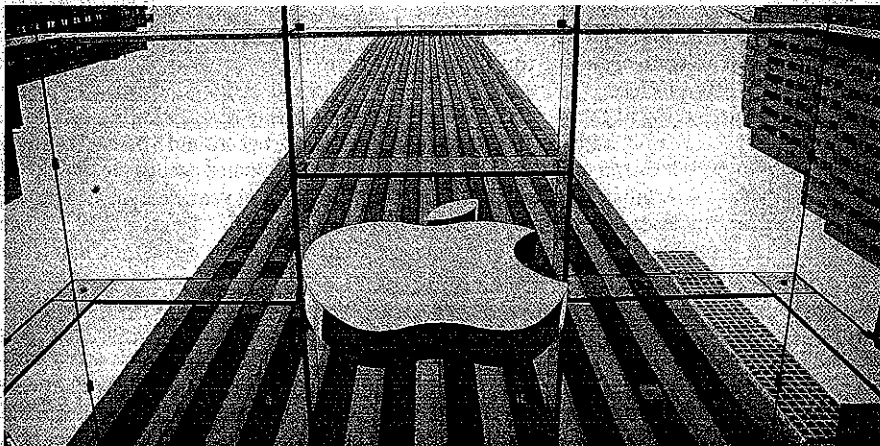
- **IHOP** Participating restaurants offer deals on select days and/or at select times. Discounts tend to vary by location, so check with your local IHOP.

- **Regal** Student discounts are offered on select shows, times/dates, and locations. For eligibility requirements and availability, contact your local Regal theater.



THEATER: BEN HIDER; APPLE STORE: ERIC THAYER; TRAIN: MARDIS COERS/GETTY IMAGES

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Electronics

- **Apple** Education pricing is available online for college students or college-bound high school graduates. Parents shopping for college students are also welcome to use the discount. You can save up to \$200 on a new Mac and up to \$20 on a new iPad.

- **HP** With HP Academy, college students and those in grades K through 12 can save up to 20 percent off HP products online. Other benefits include free shipping on all orders and personalized product recommendations. Registration is required.

- **JourneyEd** College students can receive a discount on software and other merchandise online. JourneyEd also offers discounted products for students in grades K through 12.

- **Lenovo** The computer company’s online Academic Purchase Program offers college students—and those in grades K through 12—discounts on laptops, tablets, and desktop computers. All you need to do is indicate which educational institution you or your child attends. For those whose schools are not listed, simply click “Enter here to shop special deals” under “Can’t find your school?” and you will be directed to student deals.

- **Sony** The Sony Student Store offers online discounts of up to 10 percent for college students. In order to receive the special pricing online, students must first

create a Student Member Account with Sony. To get a discount on an in-store purchase, you only need a student ID.



Travel

- **Amtrak** Student Advantage Discount cardholders can save 10 percent on Amtrak tickets purchased online three days in advance.

- **General Motors** Through the General Motors College Discount Program, college and graduate students can save money on any qualifying Buick, Chevrolet, and GMC vehicle. The size of the discount depends on the vehicle. See the full list of qualifying vehicles at gmcollegediscout.com/vehicle-eligibility.

- **Greyhound** Student Advantage Discount cardholders are eligible to save 20 percent on Greyhound fares purchased online or in person.