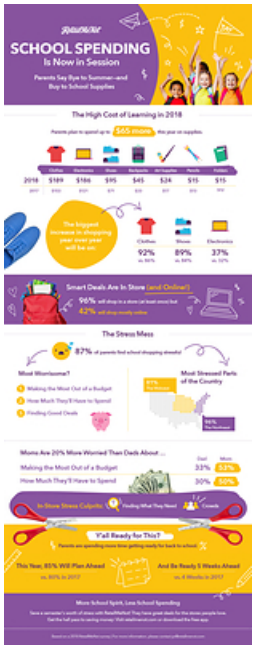
Back-to-School Shopping Getting More Expensive This Year

Plan ahead to save money on the teacher's top picks

AUSTIN, Texas, July 31, 2018 /PRNewswire/ -- Back-to-school season is upon us, and parents are starting to shop for those essential school supplies ranging from pens to apparel. Most schools take the guesswork out of the process by providing parents with a list of needed supplies. But still, this can be a stressful time for parents, as the list gets expensive fast.



In fact, according to a recent survey byRetailMeNot, parents are planning to spend more money for this year's back-to-school shopping necessities compared to spending in 2017.

The High Cost of Learning Compared to Last Year

- Clothes ($189 vs. $153)
- Electronics ($186 vs. $121)
- Shoes ($95 vs. $71)
- Backpacks ($45 vs. $33)
- Art supplies ($24 vs. $17)
- Pencils ($15 vs. $13)
- Folders ($15 vs. $12)

"Parents aren't just spending more money on back to school, they're getting more strategic with their shopping," says Shopping & Trends Expert for RetailMeNot, Sara Skirboll. "We found that 85 percent have given themselves five weeks to gather all the necessary school supplies for the start of the school year."

In the event that parents are still looking for a list of recommended items, don't fret! RetailMeNot partnered with TeacherLists.com to gather insight into the most in-demand supplies for all grades. For a full list of the most-requested items, check out the RetailMeNot blog, *The Real Deal*.

Top Teacher Requests:

- **Crayons** for kindergarten, first, second and third grade
- **Loose-leaf paper** for fourth, seventh and eighth grade
- **Colored pencils** for fifth and sixth grade
- **Pens** for all high school (ninth through twelfth grade)

There are also unexpected requests that make an occasional appearance, including peppermint oil for first-graders, which is a nontoxic way to keep those cubbies smelling fresh. Or a metronome for fifth-graders because the rhythm is useful for memory work like math tables or spelling.

The one part of back-to-school shopping that is in no short supply is stress. RetailMeNot's survey also shows that 87 percent of parents say this seasonal shopping stresses them out, and 37 percent of shoppers are also concerned about finding the best deals on items.

For the best sales, head to RetailMeNot's back-to-school hub. There, you'll find A+ offers on everything from sneakers and textbooks to laptops and backpacks.

Students Share Their Favorite Supplies to Buy
The back-to-school lists from schools and teachers are practical and helpful, but surprising your student with a supply they're excited about is a surefire way to get them motivated for the first day. In that spirit, we asked kids to share their ultimate supplies with us. See what they said in this video.

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RetailMeNot, Inc. (https://www.retailmenot.com/corp/) is a leading savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of offers to save money while they shop or dine out. RetailMeNot, Inc. estimates that $4.8 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2017, more than $560 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; ma-reduc.com and Poulpeo.com in France; and GiftCardZen.com and Deals2Buy.com in North America. As wholly owned subsidiaries of Harland Clarke Holdings, RetailMeNot and Valassis, a leader in intelligent media delivery, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions both online and in store.

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