Name _____ Date _____ Class _____

Chapter 7 Basic Math Skills

Section 7.1 Math Fundamentals

Green Marketer Activity: Web Searches That Give Back

Directions Chipotle Mexican Grill's "Food with Integrity" mission highlights its commitment to using ingredients for its menu items that come from sustainable sources. Meat products come from humanely treated animals free from antibiotic and/or hormones. The chain attempts to buy locally grown organic produce. Dairy products come from cows free of synthetic growth hormones. Additionally, Chipotle supported "The Lunch Box" with a special campaign that asked Americans to forward their junk e-mail mail to Chipotle, which was called the "No Junk Campaign." Chipotle promised to donate $50,000 when 500,000 junk e-mails were received. However, the 500,000 e-mails were received so quickly that it increased the campaign's goal to one million junk e-mails. When that goal was reached Chipotle donated $100,000 to The Lunch Box. The Lunch Box is an organization that provides junk-free recipes and tools for school districts to implement in order to provide children with healthy school lunches.

Based on Chipotle's initial goal of 500,000 junk e-mails, how many would have to be received to reach 20 percent of that goal and 70 percent of that goal? Once the goal was increased to one million, how many junk e-mails would have to be received to reach 80 percent of that goal? If only 835,245 e-mails were received what would have been Chipotle's donation to The Lunch Box? Hint: determine the dollar value of one e-mail.

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