

## Important Dates & Inserts

Many BookWear® packages have calendars with important dates marked on them. Some are printed on the book cover and others are on an insert card, like the one below for Elmira College. It lists nine important dates for fall semester, starting with Fall Orientation and First Day of Classes. This makes a handy pocket pal for new students and goes with their "Elmira Proud" sunglasses. What a fun and informative way to start the year for a new student!



***"Even though you're growing up, you should never stop having fun."***

Nina Dobrev

## BookWear! tell your story

July 2016 Newsletter: we delayed sending this so we could include contacts from the ASI Chicago show last week.



## Free Christmas Dinner!

Last December Domino's Pizza had a new pizza to introduce. They designed a holiday theme BookWear® with a bright blue gift bow. Inside was a two-sided card explaining the program and a Domino's gift card to try the new pizza.

Last month's newsletter outlined holiday themes for BookWear®. This is an example of a successful program that they are getting ready to reorder.

## "Happy Birthday!" book.

Reunions, birthdays and celebrations are a common BookWear® theme. This distributor reordered a Columbia College book with a "Happy Birthday!" message. Inside was a Columbia College rally towel. An insert card with "We hope you have a great birthday and a fantastic year!" was also tucked inside. This makes a fun and surprising birthday gift!

