

"It's About Time"

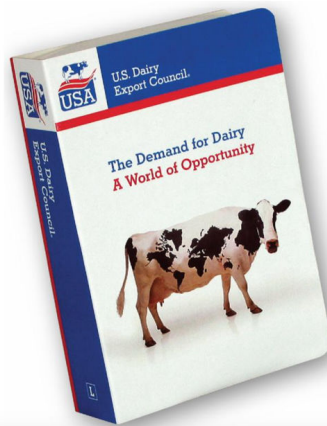


When Regional Medical Center Bayonet Point emergency room achieved certification for a higher level of service they wanted to announce it. "It's About Time" became the title of their BookWear® book. "We have achieved many milestones, including minimizing emergency service wait times and exceeding national averages for treating heart attack and stroke patients. Now after close to two years of hard work and a \$4.5 million investment, the hospital has earned designation as a Provisional Level II Trauma Center! Look for improved speed, access and survival rates during critical situations." A stopwatch was their gift inside the book, relating well to their rapid response. A fold-out card inside further described their services. "The Golden Hour" is a brief window of time for getting an injured patient to a Trauma Center. Studies show that if advanced care is delivered within the first hour of injury, the chances of survival are dramatically increased." They go on to talk of limited access of Florida residents to a hospital with this level of service.

*"Let us live so that when we come to die
even the undertaker will be sorry."*
Mark Twain

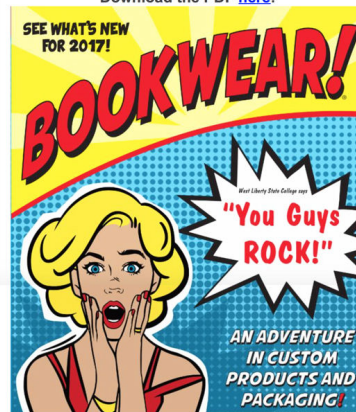
BookWear!
tell your story
January 2017 Newsletter

Holy Cow!



If you look closely at this Holstein cow, it's very international. Camouflaged in its' spots is the world map. It's the mascot for US Dairy Export Council and their marketing campaign for international export. The cow was also printed on the shirt inside and made a bovine fashion statement (an almost-hidden one) for their program. Take any image and you can make a fun and poignant symbol of it and tell a novel story.

2017 BookWear® Catalog is out!
Download the PDF [here!](#)



Don't mess with Texas. It's a big state with a patchwork of thousands of stories. Frisco, Texas is passionate about their history. They have a Heritage Museum that has collected stories, artifacts, letters and photos from the early 1800's till present. They created a "book" as an introduction to visitors of the museum, and to raise money. Inside was a puzzle with one of their rare photos of the early days of train travel in Texas.

