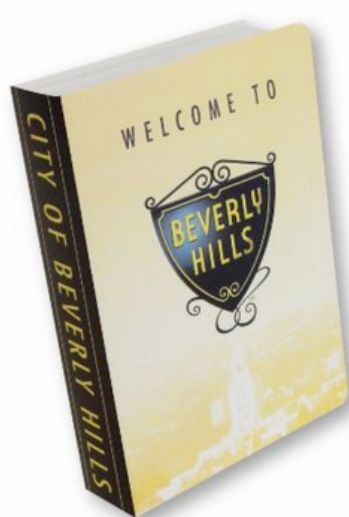


## Put your County/City on the Map!



BookWear® is in Benzie county in Northern Michigan. The beautiful shoreline of Lake Michigan forms the western border of the county and a national park, Sleeping Bear Dunes National Lakeshore, is just north. Water, woods and nature are a big part of the four-season beauty that attract hundreds of thousands of tourists every year. The local chambers of commerce promote this tourist economy. We've done numbers of "books" for Benzie County, including this one with two decks of "Benzie" playing cards inside. Many other counties and cities like to tell their stories in a similar fashion, as Beverly Hills has done for eight years. See their shirt and book below. Go visit your local visitors and convention bureau, chamber of commerce, park headquarters and governmental center. They all like to tell their story in a novel way.



Check out new products and pricing [here](#).  
Send your products to be packaged in "books".



May 2018 Newsletter

*"The longer I live the more beautiful life becomes."*  
Frank Lloyd Wright

## It's "Welcome" Time at Schools!



### "Learn, Challenge, Lead"

is on the front cover and "Welcome to the Scalia Law School Community" is on the back. There's a surprise t-shirt inside and a "Wear Your New Shirt With Pride!" statement on the cover. George Mason University has kept their message simple and strong for six years. This is the time of year when many schools are ordering a "Welcome" themed book and mailing them to new students who will be on campus in the autumn.

## Similar Names, Similar Schools, Same Strategy



Berkley and Berkshire may sound like related schools but one is in Florida and the other is in Massachusetts. They are both private preparatory schools that share a recruiting strategy of putting their message on a "book" every year and mailing it like a postcard to accepted students. There's a shirt inside printed with their logo. It's an ice-breaker, a "Welcome", and a "Congratulations". Simple stuff that is BIG to a new student.

Website

PPAI 23342 SAGE 69978 ASI 41044 UPIC Book1122