

Ice Cream & Academics!



This is a "Congratulations on Your Acceptance" and an invitation to an Ice Cream Social. We've never seen the two combined before, but why not? It makes two reasons to celebrate for the student who receives this "book" from Holy Names Academy. The text on the insert card reads, "Students and families are welcome to attend this fun & delicious event - a wonderful opportunity to meet HNA students, faculty and staff as well as families in the class of 2-23. No RSVP required." A Holy Names Cougars t-shirt was also included inside.

BookWear

TELL YOUR STORY

November 2018 Newsletter

"The present moment is the only moment available to us, and it is the door to all moments."

Thich Nhat Hahn

"Happy Birthday!" Here's how to Vote!



That's basically what this book package is about. It contains 5 items (see photo below) 1) a hand written "Happy 18th Birthday!" note, 2) a voter registration application, 3) a poster that encourages voting, explains the voting process and gives dates/locations, 4) a deck of cards that's custom printed with tips/quotes/history lessons on politics and life (play and learn at the same time) and 5) a PopSocket for their phone. It's a great and surprising little package to inspire and encourage voting and civic participation. It went out to 1,500 young adults in Detroit.



"15 Minutes from Campus"

is the caption to the picture on the back cover. It shows a beach on nearby Lake Superior. Northern Michigan University uses pictures rather than text to show their proximity to nature. It's a beautiful campus right by the lake. They have done a variety of different book covers over the last eight years, each one showing photos of campus and nature. They just ordered more "books" with the cover above and an NMU t-shirt inside. The image below shows their fresh-air theme again with an NMU student's Jeep loaded with outdoor toys.

