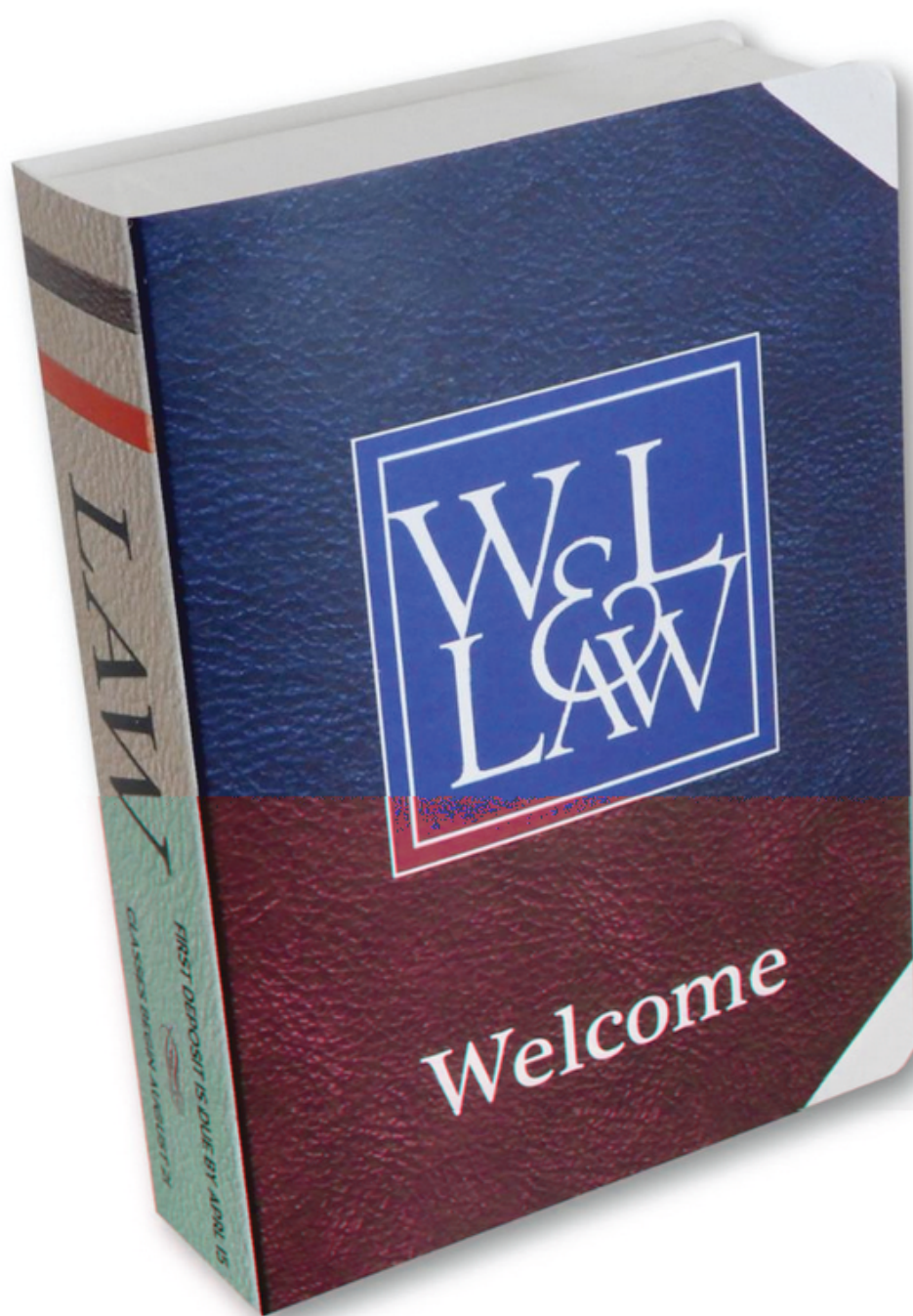


Reorders are the perennials

of the business world; they keep coming back like spring flowers. Like a flower, they brighten up the world. They are an affirmation that the product is working, and that BookWear® is a positive force in their program. We have three reorders from schools in the shop right now. Their stories and photographs of their books are in this newsletter.

**Happy Spring To You!
May Your Perennials Blossom Beautifully!**



It's a law school! Make it look like a leather-bound legal tome. That's what Washington and Lee Law School has done for four years in a row with their "Welcome" book. It comes with a surprise "Washington & Lee Law" tee shirt inside and makes a warm welcome to any first year law student.



March 2019 Newsletter

"Everything is changing. People are taking their comedians seriously and the politicians as a joke"
Will Rogers



"Congratulations" on High School Acceptance.

Photos of campus and of students engaged in activities. A "Congrats" and "We are thrilled to accept you for the 2018-2019 academic year." It's a simple statement but it will raise the heart rate of a student ready for a new challenge. Add a compressed T-shirt inside and contact information and this is a ticket for a fun, creative and successful private high school recruiting campaign.



Prep School Excitement!

It's fun when you get a "book" in the mail that says "Congratulations, You're A Bear!" It's a story that has a place in your future. Plus there's a surprise t-shirt inside. This small prep school in Massachusetts has mailed these out to accepted students every year since 2006. It's working!