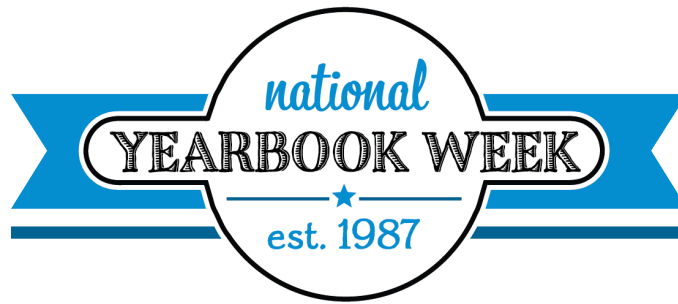


LET'S Celebrate



OCTOBER 6-12, 2019

THE PROCLAMATION

In 1987, President Ronald Reagan declared the first full week of October each year as “National Yearbook Week.” This year will be the 32nd commemoration of the yearbook.

“School yearbooks not only chronicle educational achievement and school tradition but are a part of them. For nearly two centuries American students have produced yearbooks to commemorate the accomplishments of the school year and to compose a lasting record, written and pictorial, of campus, classmates, teachers, and school staff...”

CELEBRATING ALL THINGS YEARBOOK

Take advantage of National Yearbook Week as a time to generate excitement, boost sales and promote your yearbook through special events, contests and giveaways.

- Throw a yearbook staff party.
- Announce the yearbook theme at the beginning of the week.
- Promote the yearbook everywhere—lunch tables, bathrooms, hallways, etc.
- Create hype around National Yearbook Week and your yearbook on social media.
- Boost sales and excitement by advertising a giveaway drawing for yearbook orders placed during National Yearbook Week.
- Display old yearbooks.
- Create a video advertisement promoting your yearbook program. Be creative and have fun doing it at the same time.