

# FALL PHOTO DAY NEWSLETTER & EMAIL COPY: PROOF PROGRAM

Below is newsletter and email copy to advertise your photo day! Simply highlight the text, copy and paste into your own document. Don't forget to insert your photo date into the areas marked [INSERT DATE HERE].

## Before Photo Day

- Our school photo day is fast approaching! Please remember to mark [INSERT DATE HERE] on your calendar, as Edge Imaging will be in the school that day capturing everyone's smiles. Edge provides a variety of photo options to capture your child's true personality, preserving all their school day memories. For more information on photo day, please visit [www.edgeimaging.ca](http://www.edgeimaging.ca) for answers to frequently asked questions.

## After Photo Day (Order Form)

- Photo day has come and gone with lots of special smiles recorded. Please take a few minutes to review your images and make your selections. Be sure to complete the order form, include payment and return it to school by [INSERT DATE HERE]. Ordering on time allows you to avoid a late processing fee. Portrait packages will be distributed through the school. If you have any questions please feel free to visit [www.edgeimaging.ca](http://www.edgeimaging.ca) or call the Edge office at 1-888-416-3343.

## After Photo Day (Online Ordering)

- Our school has been hand-picked to be part of an exciting, environmentally-friendly initiative for ordering school photos! Instead of receiving an order form with proofs, students will instead receive their proofs only, along with instructions to order online using Edge's new ordering site. Online ordering not only helps to reduce wasted paper, but it also unlocks access to free shipping and innovative specialty products that are not available via the paper order form! Order online today at [edgeimaging.ca/order](http://edgeimaging.ca/order). If you have any questions, call Edge at 1-888-416-3343.

## Retakes

- This year, in an effort to be more environmentally friendly, school photo order forms will not be sent home. Instead, students will only receive a proof sheet with their codes to view and order their retake photos online. Any questions can be directed to Edge Imaging Customer Care at 1-888-416-3343.