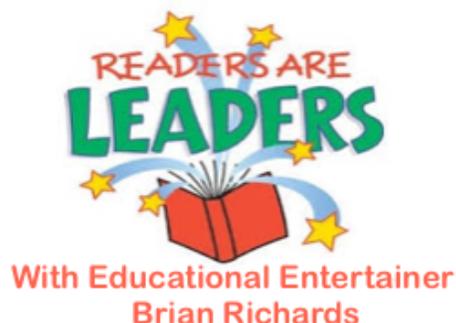


Readers Are Leaders!

Dear Jenny,

I am very excited to share with you my one of a kind program, READERS ARE LEADERS. This 45 minute program mixes humor, music, sound effects, audience interaction, and magic. Plus, as we discussed the program will have a strong reading theme. In this packet of information, you will find the documents for the helpful promotional packet. Below is a quick list of the documents and how to best utilize them.



1. Legal Sized Posters....These posters and are in color. If you want to save on color ink you can print the poster in black and white and photo copy them.
2. A simple press release that you may send out to the main paper, local paper, parent magazines, T.V. stations, cable networks etc. Let your community know what you are doing to impact your students. This is a suggested format you may edit it in any way you see fit.
3. Announcement copy...print off and fill-in the blank spots with your information and you have a great tool for making announcements at church, school or any big event that you want to promote the program.
4. Camera Ready Flyer...again this flyer is in color. But as with the legal poster you can always print the flyer in black and white to save ink and photcopy them.
5. Photo ready ads....4 different ads that can be used for your newsletters or local paper.
6. Camera ready magic trick flyer...Make up as many as you want to hand out to the kids prior to the show or after the show.
7. Camera ready optical illusion sheet....Again, make up as many as you want to hand out before or after the program.

Thanks,

A handwritten signature in black ink that reads 'Brian Richards'.

Brian Richards

Cell/Text: (763) 656-3662