

Welcome to high school...and your FreshStart!
Please take a moment to write your "future self"
a note, then seal it in the envelope provided. This
will be locked in your Class Time Capsule for safe
keeping, then returned during your senior year for
you to open and read.

Some words that describe who I am now:

Throughout the next four years, I promise myself to:

NAME:

CLASS OF 2015

African-
American
Female,
Male

Hispanic
Female,
Male

Caucasian
Female,
Male

Asian-
American
Female,
Male

Middle Eastern /
South Asian
Female,
Male

Fresh start.

Each day, you get a fresh start.
A new chance to make thousands of choices.
Big and small, they each count.
Take school one day, one choice at a time.
Show up. Tune in.
Value yourself. Respect people.
Make the right choices.
And always remember the future.

**keep your eyes
on the prize**

choose to graduate



ballour

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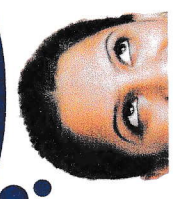
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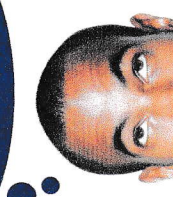
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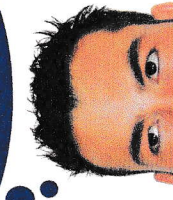
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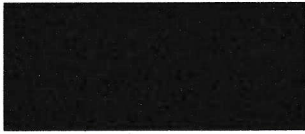
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(HIGH SCHOOL NAME) HOSTS NEW FRESHMAN ORIENTATION PROGRAM
Incoming freshmen get high school tips from Balfour FreshStart Program

(City, State; Month Day, 2011) The transition into high school can be rough for a lot of students. However, the new freshmen at (high school) are getting a leg up on navigating the social and educational pressures from a new program called FreshStart, a School Enrichment Program from Balfour.

"Most students are not prepared for the academic rigor and social situations they will face in high school. They dive in and immediately find themselves swimming in questions about schoolwork and social life," said, (principal's name), Principal at (high school name.) "Students who flounder during that first year will likely continue to struggle throughout high school."

Balfour, a leading provider of class rings, graduation products and yearbooks, offers its FreshStart program to customers free of charge. FreshStart offers insights and advice from upper classmen, coupled with tips, suggestions and anecdotal information from other highly credible sources.

"This first year offers students an opportunity to get a fresh start and set the course for the rest of their high school career," said Lynne Skinner, Chief Communications Officer for Balfour. "Our goal is to be a partner in student success by providing school administrators, teachers, parents and students with tools that will help freshmen thrive - in high school and in life."

The FreshStart program includes a few resources to help new students successfully navigate high school, including a:

- **Movie:** This film is set inside a high school and showcases non-actors interacting for a day. The "real" stars include incoming freshmen discussing their worries, concerns, questions and excitement with outgoing seniors. The advice from the seniors is sage, prudent, candid and – above all – relevant.
- **Magazine:** This magazine covers such topics as making good choices, showing respect, working smart, getting organized, setting goals and high school traditions.
- **Class Time Capsule:** This will hold the journal notes created by each student in the class. The notes, which document their personal commitments for the next four years will be redistributed and opened during their senior year.

For more information on hosting a FreshStart program in the (region/district/city) area, please contact [REP NAME AND CONTACT INFO] or email Lynne.Skinner@balfour.com.

About Balfour

Balfour is a premier provider of school spirit and recognition products for students, military personnel and professional sports teams nationwide. Headquartered in Austin, Texas, Balfour has sold class rings, yearbooks, graduation products, varsity letter jackets, athletic championship (professional and amateur), military products, and affinity jewelry for nearly 100 years. Balfour is owned by Commemorative Brands, Inc., a company of American Achievement Corporation (AAC), which reported sales of \$294 million during fiscal year 2010. AAC is a portfolio company of Fenway Partners.

###

This is only an example of a cover email you might send to the Principal or Freshman Counselor at the high school. We're supplying this to help you get a start at a letter.

Dear _____,

Through the years, Balfour representatives, including myself, have worked closely with high school administrators and recognize the challenges that you face each school year.

One challenge many schools face is getting new students – incoming freshmen—better prepared for the academic rigor and social circumstances they'll encounter throughout their high school careers. We've witnessed the struggle, and realize that without a solid showing during their freshman year, some may not complete high school. We want to help.

Balfour has developed **FreshStart**, a FREE freshman orientation program designed for use during the first 6-8 weeks of school. FreshStart offers insights and advice from upper-classmen, coupled with tips, suggestions and anecdotal information from highly credible sources. Essentially, this program is designed to help these young students get a leg up on navigating high school life.

The program consists of 2-3 pieces:

1. A nine-minute, professionally produced movie. Here is a link to the [FreshStart Movie](#) (this is for screening purposes only). The password is **freshstart**.
2. With the movie, comes a supplemental 20-page mini-magazine for distribution to each student. It is modeled on current teen magazine formats (quizzes, quotes, and bulleted text) and covers such topics as: respect, goal setting and working smart. A PDF file of the mini-magazine is attached.
3. An **optional** Class Time Capsule, customizable with your school colors, will hold Journal Notes (commitments) written by each freshman student; these can be redistributed to the students for opening and reading during their senior year.

FreshStart is beautiful in its simplicity and dead-on in its ability to relate to a class of new high school students.

I hope you take me up on my offer to bring it to your school in the coming weeks or months. Please don't hesitate to respond or call me at xxx.xxx.xxxx to discuss this further.

Sincerely,

xxxxxxx