


NATIONAL YEARBOOK WEEK



CELEBRATE YOUR SCHOOL COMMUNITY FOR YEARBOOK WEEK

Each day between October 4–8, we will share a different yearbook week challenge on social media. Follow the rules for each challenge to enter. Each unique post (photo or reel) earns one entry into a prize drawing for a **\$100 VISA® GIFT CARD**. On or about October 12, 2021 we will randomly select two prize winners from each daily challenge, giving away a total of 10 gift cards. Use:

@JOSTENSYEARBOOK, @JOSTENSADVISERANDSTAFF, #YEARBOOKWEEKSWEEPSTAKES, #YEARBOOKLOVE to enter.*

Multiple submissions are encouraged.


MARKETING MONDAY

Post photos or reels of your **best original marketing effort** (posters, social media, commercials, etc).



TEAMWORK TUESDAY

Post photos or reels of your **favorite teamwork game/activity** from yearbook class.



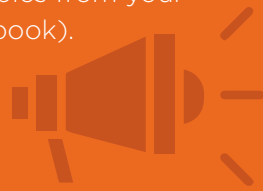
WAY BACK WEDNESDAY

Get your family involved! Go through your family's old yearbooks that showcase trends and styles of the '70s, '80s or '90s (or earlier). Remember to get consent from individuals featured in the photograph or spread before posting!



THEME THURSDAY

Promote your theme on campus and online. Post your cover or theme-related spreads (if you don't have designs yet, share pics from your 2022 book).



FACULTY FRIDAY

Earn some goodwill on campus by getting your faculty involved. Have school staff members **share a favorite school memory** from their own middle school or high school yearbook (or even a back issue of your school publication).



*Before entering, be sure to follow **@Jostensyearbook** on Instagram or **@Jostensadviserandstaff** on Facebook, so your entry will appear in the contest feed. **Make sure to tag your school** or include its name in your posting. And don't forget to tag us: **@JOSTENSYEARBOOK, @JOSTENSADVISERANDSTAFF, #YEARBOOKWEEKSWEEPSTAKES, #YEARBOOKLOVE** to enter. Good luck and Happy Yearbook Week!

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE CHANCES OF WINNING. Open to legal U.S. Residents, age thirteen or older at the time of entry (and if entrant is not of the age of majority in his/her state of residence, permission from entrant's legal guardian to enter the promotion), excluding Sponsor's employees, family and household members. Enter on Sponsor's Facebook and Instagram Page between October 4, 2021 and October 8, 2021. ARV of prize: \$100.00 (Total ARV of all prizes: \$1,000.00). Odds depend on number of entries received. For a copy of the Official Rules, visit <https://www.jostens.com/nationalyearbookweeksocial21>. Sponsor: Jostens, Inc., 7760 France Ave, Suite 400, Minneapolis, MN 55435.