



By communicating with parents using several different techniques, you are able to better spread the word about the details of Picture Day at your school. Simply copy and paste the text below to use in an email to send to your school's parent email database. Replace the variable fields (< >) with the name of your school and your Picture Day date.

**Subject Line:** Picture Day at <SCHOOL NAME> is <DATE>

Your child's School Picture Day is coming up. Mark your calendars for <DAY OF WEEK, MONTH AND DATE>. Be sure to visit [www.inter-state.com](http://www.inter-state.com) to view new styles and unique ways to customize your child's portraits!

