

2007 Calendar Information

各位家長 – Dear Parents:

去年我們發行第一次的博根 2006 月曆, 使用至今已將近一年, 希望您還喜歡. 現在我們又要開始著手準備籌劃 2007 的月曆了. 這次將由傳統的月曆改爲另一種類似雜誌的形式, 此形式會有更多的空間放入照片及廣告, 印刷費用也將降低, 如果能賣出大量的廣告平衡支出, 我們計劃將月曆免費贈送給博根家庭!

I hope you are enjoying your 2006 school calendar and thank you for supporting school and the PTA. We are ready to work on the 2007 calendar. This year, we decided to change the style into more like a magazine instead of the wall hanging style. It will allow more space for ads & class pictures, and it also help cut down on the printing cost. If we can sell enough ad space this year, we will give out one calendar for each family FREE!

★ **班級照片 – Class pictures** 每班將有一頁的位置, 請各班老師同學及班媽合作, 設計自己班級的一頁, 請將電子檔在 Nov. 19 前傳給我們.

We are giving each class a page for class picture free. So please work with your class parent and enjoy designing your class picture page. If you do not want your child's picture to be on the calendar, please notify your class parent. We need your electronic file by November 19 at the latest.

★ **博根家長廣告 – Ad space for BCS Parents** 如果您有自己的生意, 這是一個大好的廣告機會, 不但支持學校, 更可對全校師生及家庭全面推銷您的服務項目或經手商品, 千萬要把握這個機會喔!

We know many BCS parents can benefit in placing an ad on the school calendar. It is a way to support each other and to strengthen our community. Please refer to the attached sheet for ad space cost.

★ **其他商業廣告 – Ad space for other Merchants** 如果您知道任何熟識的人(餐館, 醫生, etc)有熱心願意支持學校, 並可能在我們的月曆上刊登廣告, 請將下一張廣告資料交給他們.

We need help on selling ad space to other businesses. If you have a good relationship with any stores or restaurants, please offer them our ad space. Many of them are happy to place an ad to reach out to our community and support a Chinese school at the same time.

★ **家長的話 – Parents' Words for your child(ren)** 您可以刊登幾句話或圖片及照片給您的孩子們, 鼓勵他們學習中文, 並告訴孩子我們以他們爲榮, 相信孩子們會很樂意見到父母的話刊登在月曆上.

Your encouragement to your child/ren: We also sell ad space for BCS parents to post messages to encourage their child/children for their Chinese language learning and let them know you are proud of their achievements. It could be just words or include pictures (depending on the ad size). Your child/children will be very proud and excited to see his/her name appear on the school calendar!

★ **廣告優惠方式 – Ad space discount package** 不論是本校家長, 或其他任何刊登廣告的公司行號, 如果同時購買博根 2007 月曆廣告及中國新年慶祝活動節目單廣告兩種, 可打九折, 詳情請看下頁.

We offer this package deal for anyone who would like to purchase ad spaces for both the BCS calendar and the Chinese New Year program booklet. They will receive a 10% discount on both ads. Please refer to the attached sheet for details.

★ **廣告樣本 – Ad samples** 請至餐廳參考博根 2006 月曆及 2006 中國新年慶祝活動節目單. FYI, 2006 BCS calendar & 2006 Chinese New Year program booklet are displayed in the Cafeteria.

★ **廣告聯絡人 – Contact** Any questions, contact Sharon Ma in the cafeteria or SharonMa@msn.com.

"Bergen Chinese School is proud to showcase many of our exceptional programs, events, students & staff via different media coverage, such as news releases, photographs on school calendar & website, or videotaping. We will not generally ask for release forms. We shall presume that you are in agreement with the practice unless you inform the school, in writing, with other instructions."

我不問博根能為我做什麼, 我只問我能為博根做什麼。