

September



Seasonal Press Release – A New Baby

The purpose of this story is to, firstly, encourage people to frame 'new baby' memorabilia and secondly, to highlight the importance of using the correct materials when framing sentimentally valuable items.

Supporting documents

- [Template press release](#)



Ad Hoc Event - Catch the clubs

Build a relationship with local clubs and groups by running a free workshop or demonstration on framing - how to enhance artwork or photographs with the correct frame, how to use frames to create different looks etc.

Create displays in store to show the sort of pieces that can be created.

Supporting documents

- [Template letter to clubs](#)



In Store Events – Family History Workshops

Link up with a local historian and offer advice and tips on how to get started researching your family tree and provide advice on preserving old photographs/ framing old documents etc.

Link this with displays of family trees, old family photographs etc and offer advice on how to display and preserve sentimentally valuable items.

Supporting documents

- [Template invitation letter to customers](#)

- [Template diary note for local media](#)



Competitions - Art Idol

Competition to find the next up-and-coming artist in your area for shortlisted entries to be displayed in store and customers can be asked to vote for their favourite piece.

Winner will receive a certain amount of free framing and possible agreement to sell artwork in-store.

Supporting documents

- [Template press release for local media](#)
- [Template letter to local art groups](#)