



HOUSE OF EDEN NURSERY EVENWOOD NEWSLETTER DECEMBER 2011

MANAGER: Kerry Dixon

www.edennursery.co.uk



CHILDREN IN NEED 2011

What a fantastic Children in Need event we had this year! We have raised over £300 between the sponsors for Kevin's leg waxing and our cake sale and pajama day. Many, many thanks for all your support, now how do we beat that next year???????

DATES FOR YOUR DIARY

We have just a few dates you may wish to make a note of: Christmas Dinner this year will be on Wed 14th December, Nursery Ed and 2 Year Pilot break up for Christmas on Friday

16th December and our Christmas Party is on Tuesday 20th December 2-4pm. If your child does not normally attend nursery on a Tuesday they are more than welcome to join us at the party. There will be a very special visitor at the party again.....any ideas who that could be??

Nursery closes at 6pm on Friday 23rd December for our Christmas Holidays and reopens at 8am on Tuesday 3rd January 2012..



CHRISTMAS RAFFLE

We are once again holding a Christmas Raffle and are asking for prize donations. We have had some fantastic prizes donated for the last two raffles so we're hoping for the same generosity this Christmas. Raffle tickets are on sale now and the raffle will be drawn on Friday 16th December.

We would like to wish everyone a very Merry Christmas and a happy and prosperous 2012



Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newslet-



Caption describing picture or graphic.

ter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed in-

ternally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or ven-

dors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports



Caption describing picture or graphic.

or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are

also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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Microsoft

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com

Your business tag line here.



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

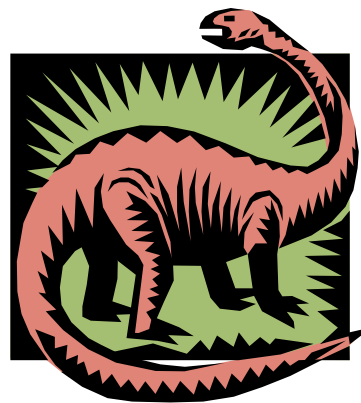
A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good



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place to insert a clip art image or some other graphic.