

“To the uneducated, an A is just three sticks.”

A.A. Milne

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PlayZone

Volume 1, Issue 2

Newsletter Date 12/6/10

Auckland Education Expo June 18 - 20 THIS WEEKEND!

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Brainteaser:

What letter is next in this sequence?

M, A, M, J, J, A, S, O, __

Answer: N (November)

Special points of interest:

- *Auckland Education Expo @ the ASB show grounds Green lane, THIS COMING WEEKEND, June 18 – 20th*
- *Playzone has room to grow in their new home.*
- *Fun was had by all at the Christchurch ECC Conference this May. Playzone is excited about the new relationships it has made*
- *Thank you to all of our new and long standing loyal customers.*

Come and join the Playzone Staff at the 2010 Education Expo on Green lane at the ASB show grounds **THIS COMING WEEKEND**, Friday, Saturday and Sunday, June 18—20th. We will have our whole modular set up including the PODZ and Balance Challenge. We will be located right across for the exhibit café so bring some energetic children to demonstrate while you have a hot coffee and talk to the friendly Playzone Staff. Also enter our drawing to win a balance beam for your centre. We love doing these shows and answering all of the questions that you have as well as getting your feedback on our products and service. We hope to have a great crowd. See you this weekend at the ASB Show grounds on Green lane.

Playzone has a new home and room to grow

Do to fantastic growth in interest in our educational product range, over the past 3 month; we are happy to announce that we have had a growth spurt. Playzone has moved to a new, larger home office with room to grow. Playzone is now located at 6B Margaret Williams Drive in Papakura, just off of Hunua Rd. If you have plans for a new or existing play ground that you would like to have our owner/designer Paul Brunton advise you on and are in Auckland, feel free to call and make an appointment to visit us. We'll supply the hot drink and biscuits! 09-296-2941 or 0508-752-996 jeri@playzone.co.nz Ask for Jeri Brunton, Educational sales and Mktng Manager :)



Fun times at the ECC Conference

It seems like just yesterday since the May 2010 ECC conference in Christchurch. Following up on all of our new contacts and filling the new orders has been so exciting. Jeri Brunton and Tracey Hinton, had the pleasure of meeting several ECC employees and managers and they were over the moon at the amount of interest that you have all shown in Playzone play equipment. This was a great opportunity for everyone to try out Playzone's Balance Challenge first hand, in fact your very own ECC president (Margie) gave it a try and was all smiles. The winner of the auction for the display was City Heights Childcare Centre in Dunedin. They have reported that they "have been having bad weather, but love their new equipment and can't wait to get out to use it". The winner of the Drawing for the balance beam was, Kiwi Care in Avondale Auckland. Thank you to everyone who signed the register and entered the Draw. We hope to see you all again next year in Wellington.



A birds eye view of Playzone's exciting Balance Challenge and free standing monkey bars

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



Caption describing picture or graphic.

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 internally, 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 vendors.

“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.

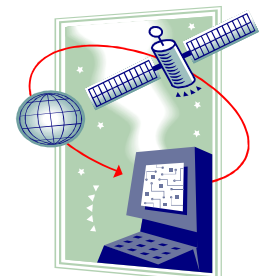
Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting im-

ages 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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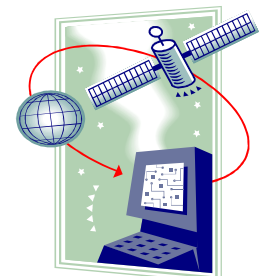
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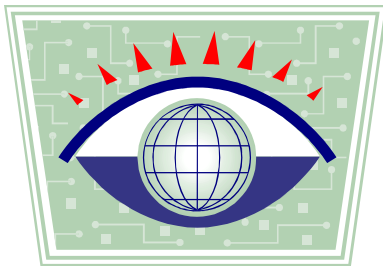
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This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, 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.

Where's your Playzone?



Caption describing picture or graphic.

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