

Cherry Hill Public Schools
Cherry Hill High School East
1750 Kresson Road, Cherry Hill, New Jersey 08003-2598
Phone (856) 424-2222
www.cherryhill.k12.nj.us



Dear Parents,

Welcome to Cherry Hill East's Fall Show. Recent playbills for *The Tempest*, *A Midsummer Night's Dream*, *To Kill A Mockingbird*, *Anything Goes*, to name a few, were very successful due to student involvement. I am confident that this fall's playbill for *"It's a Wonderful Life"* will be another huge success. I am hoping we can count on your support to make the process run smoothly once again.

Although the students will be busy with rehearsals as well as all the technical aspects, it is extremely important to the success of the program that ad sales are among their priorities. Any profit from ad sales contributes to the show budget. The ad sale campaign begins today. Students should schedule selling time now before the show's demands becomes more intense. We have allotted four weeks for the ad sale campaign. **We ask everyone's cooperation in returning ads as soon as they are sold rather than waiting until the end of the ad sale campaign, November 20, 2017.** In this way, we can begin the task of typing and formatting the layout, and meet or beat our deadline with the printing company.

In order to maintain the quality of our playbill, it is necessary that **all students** participate in ad selling. A minimum of \$100 per student is the recommended goal. The costs of production and printing are constantly rising. If the book produces a profit, these funds can be utilized by way of additional lighting, props and/or costumes for this production. The students have been instructed on how to sell door-to-door and to businesses but we also expect them to sell messages, boosters, or patrons to family and friends.

You can expect that *"It's a Wonderful Life"* will be seen by several thousand patrons and perhaps your friends in business would be interested in a "display" ad. Parents are encouraged to solicit ads on their own and give credit to their students. Forms are included in this packet. Please complete and return all ads by the final ad deadline of **November 20, 2017**, though earlier is suggested.

As an added incentive, a gift certificate will be presented to the students who bring in the most sales. In just a few weeks, a huge job must be accomplished. Please encourage the students to participate. This is a group project and we need everyone to get involved. Thank you in advance for your assistance, as well.

Sincerely,

Rick Friedman
MIRROR Editor