



FEBRUARY

Dance, my heart! Dance today with joy.

Please sign up at the front desk for our Annual Father/Daughter Dance held on Friday, Feb. 12th from 6:30-8pm. Cost for this event is \$15 for Prima Dancers (\$25 for non-registered Prima attendees). We hope our dancers of all ages will invite their daddies, grandfathers or other significant male figures to this special event. Please

*note**we will not be able to have the dance unless we have at least 8 paid RSVP's. Thank you for your understanding.*

Prima is proud to announce our 2010 Recital Theme: "FAME". Dancers will begin preparing their pieces in each class this month. The date for the Dress Rehearsal and Recital is Sunday, June 6th. Specific times and informational material will be given out in the com-

ing weeks in our Recital Handbook. Please also check the front desk for "The Costume Bible" which shows pictures of your dancer's costumes and specific instructions.

Please remember, if Cobb County or Marietta Schools are closed due to inclement weather, Prima will also close. Prima will be closed on President's Day, Feb. 15th. Happy Hearts Day/Month!

Warmest Cheers,

Pointes of Interest:

- Feb. 12th – Prima Annual "Father/Daughter Dance" - 6:30-8pm.
- Feb. 22-28th– Pajama Week at Prima! Get Cozy in your fave pair of PJ's!!
- Prima will be closed Feb. 15th to observe President's Day and the Mid-Winter Break.
- Jr. Dance Culture will be cancelled on Feb. 15th, we will hold a makeup class on Friday, Feb. 19th from 3:30-4:30pm.
- March Tuition is due by Feb. 28th (and late on Mar. 1st!) March tuition includes your \$55 Recital fee. Thank you.



Please dress our dancers in warm, layered clothing for class in these chilly days of Winter. We do our best to make sure it is "cozy", however, it takes time to heat such a large space. Thank you for your cooperation.

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



Caption describing picture or graphic.

publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

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

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 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



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caption of the image near the image.

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Caption describing picture or graphic.



Organization

PRIMA BALLET SCHOOL & CO.

931 Whitlock Ave. Ste. 2
Marietta, GA 30064
www.primaballet.com
Phone: 770-590-9831
Email: primaballetsch@bellsouth.net

*Your options and opportunities at
Prima are endless...*

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.

We're on the Web!
example.microsoft.com

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.



Caption describing picture or graphic.