

## **Picaboo Yearbooks Launches Unprecedented No-Cost eYearbook Program Giving Every School and Student a Yearbook**

*Beginning in Spring 2013, Picaboo Yearbooks' groundbreaking eYearbook program will provide schools and students with a professional, digital yearbook at no-cost.*

Picaboo Yearbooks, a technology-led yearbook company supported by a nationwide network of locally-based Sales Consultants, announced today that it will be launching its unprecedented no-cost eYearbook program in Spring 2013.

Through the program, schools, organizations, clubs, teams, groups and associations can go to <http://yearbooks.picaboo.com/> and easily create a professional, feature-filled yearbook and order it in an eYearbook format – without cost.

Once designed, the eYearbook will be available as a digital file, and can be instantly downloaded and viewed on computers, tablets and smartphones. The no-cost eYearbooks program starts April 1, 2013, and is being announced now to allow schools the time to create their yearbooks.

“We believe every school and student deserves a yearbook,” commented Bryan Payne, President of Picaboo Yearbooks. “However, many schools and other organizations don’t create one because of the financial risk of going into debt with unsold yearbooks. Our no-cost eYearbooks offer completely changes the paradigm. Financial risk is a thing of the past, and there is no possibility of going into debt – because there’s no fee of any kind, and no strings attached. It’s our way of giving schools and students something they deserve: a great yearbook they can be proud of, regardless of financial circumstances!”

In addition to the eYearbook, students that wish to print their yearbooks in either soft or hardcover can easily do so from the same web app that created the eYearbook, without the need to make additional changes. Printed books can be purchased for as low as \$8.49 with no minimum volume requirements, and arrive within just three weeks.

“We are unaware of any other yearbook companies offering eYearbooks, let alone eYearbooks at no-cost,” added Payne. “And creating an eYearbook is a great way for students to get engaged in the process. There are many real-world skills that students learn, such as writing, design, photography, production management and leadership. Plus, students who want a printed yearbook can still order one, since we have no minimum order requirements, and we provide the same affordable pricing whether the order is for one yearbook or more than 1000.”

“Our motto is: ‘The Yearbook Revolution. No Boundaries. No limits. We’re aggressively striving to change the way schools and other organizations think about producing yearbooks, and it’s very highly energizing” continued Payne. “Our offerings and business model, combined with our ability to let individual students personalize their very own yearbook cover and inside pages will forever change the yearbook industry. It’s groundbreaking and revolutionary!”

Schools and other organizations that wish to take advantage of Picaboo Yearbooks’ no-cost eYearbook program can learn more by visiting <http://yearbooks.picaboo.com/> or emailing [info@picabooyearbooks.com](mailto:info@picabooyearbooks.com).



## About Picaboo Yearbooks

Picaboo Yearbooks is a division of Picaboo: a premier provider of photo books. Picaboo Yearbooks believes that every school and student deserves a great yearbook, and is revolutionizing the yearbook industry through easy-to-use web app technology that empowers customers to: easily collaborate and create a personalized yearbook in no time; order as few or as many yearbooks as they need for the same affordable price; and have their top quality yearbooks shipped within three weeks. Schools and other customers can also create a professional, feature-filled eYearbook at no-cost, and easily setup a storefront to sell and manage yearbook sales online. Learn more at <http://yearbooks.picaboo.com/>



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