

October 8, 2015

The following was sent to the KYAE listserv.



## NOW AVAILABLE: New, timely marketing materials!

Missy Brownson has created some Halloween-esque customizable marketing materials that are available on the KYAE website by [clicking here](#).

She has created:

- Full-page poster (seen here)
- Half-page flier
- Facebook cover photo

One idea she had for the use of these materials would be to check with local churches and see if you (or someone else) can distribute fliers at trunk-or-treat events, perhaps even stuffing directly into kids' trick-or-treat bags. Parents will go through the bags – for safety and/or candy-“sharing” purposes – so will see the flier. J

If you would like postcards or any other pieces, please let her know and she'll create those, too.

You can contact Missy at [missy.brownson@ky.gov](mailto:missy.brownson@ky.gov) or call her at 502.573-5114, ext. 123.

The poster has a dark, spooky background with silhouettes of trees and a bright light source in the distance. The main headline reads "Life without your GED diploma can be SCARY!" in a large, orange, slightly distressed font. Below this, a white box contains the text: "We can help you earn your diploma and discover a brighter future!" followed by a question: "Do you have fears about earning enough money, being a good role model for your kids and/or being able to have the kind of future you truly want?". A second white box lists benefits: "We can help! We offer FREE classes to help you:" followed by a bulleted list: "• Earn a GED® diploma", "• Prepare for training or college", "• Earn an NCRC (National Career Readiness Certificate)", and "• And much more!". At the bottom, it says "Contact us today!" and "Your program's name" with fields for "Address line" and "Phone number". The Kentucky Adult Education logo is in the bottom right corner.