

**Client:** Yoobi  
**Focus:** Email & Web Copy

**EMAIL:**

**Save the Date:**

July 9th, Los Angeles, please join us in celebrating the launch of Yoobi's collaboration with Usher and artist Jonni Cheatwood on a brand new line of products geared to *mixing street smarts with school smarts*. Specifically curated by Usher and with the Yoobi motto still backing it all, show support for all parties involved and watch firsthand what giving can do.

Please expect an invitation to follow, but mark your calendars now and *don't forget to write* (aka RSVP). You buy, Yoobi gives - For every Yoobi item you purchase, a Yoobi item will be donated to a classroom in need, right here in the U.S.

**WEB:**

**Our Story**

In the 2015-2016 school year, we are aiming to successfully donate school supplies to classrooms in more regions, cities and small towns throughout the U.S. to continue to impact kids deserving of the opportunity to shine their creativity from the inside out.

Yoobi's first year was abundantly successful, providing tools to thousands of children, but we want to double, triple and even quadruple these numbers; your help is needed to make this happen. We would like to see more kids impacting other kids with the freedom to envision, create and develop TOGETHER.

**Lookbook**

Yoobi ready.  
back-to-school 2015

This season, we are stepping our product game up and introducing brand new back-to-school necessities in bold colors, patterns and prints, as well as an exclusive line curated by Usher featuring designs by artist Jonni Cheatwood.

Yoobi continues to be available at [Yoobi.com](http://Yoobi.com) and in Target stores nationwide, ready for you to gear up and head out on your next creative adventure with our products by your side! As always, for every Yoobi item purchases, Yoobi contributes an item to a classroom in need, right here in the U.S.

Dive into the new collection! We think it's A+.

**Bulk Ordering Page:**

Headline: Yoobi in the Office **or** Yoobi Office Delivery

Looking to supply your office or organization with all things Yoobi? Want to liven up the workplace with bold colors, patterns and designs as well as give back to the next generation at the same time? Color your world with Yoobi desk essentials that truly give back! For every item you purchase, a Yoobi item is donated to a classroom in need, right here in the U.S.

Tell us what you're looking for and one of our awesome team members will get back to you soon so we can fill your office with some trendy supplies that are right on!

### **Fun Stats**

A Yoobi product is sold every 2.5 seconds! Which basically means a Yoobi product gets purchased in the amount of time it takes you to:

Sneeze

Blink 3 times

Unlock your iPhone

Croak like a Toucan (probably twice)

Lastly, one jar of Nutella is sold every 2.5 seconds throughout the world. According to the United States Census Bureau, one person is born every eight seconds. You do the math.

### **Price statement**

Yoobi offers over 450 different items, from pens to journals, as well as new product categories including backpacks and celebrity curated notebooks and binders , ranging majority under \$10 and up to \$50 for a select few products.