HERFF JONES RELEASES 2020 YEARBOOK PORTFOLIO
Nearly 500 schools recognized in international “best-of” yearbook publication

INDIANAPOLIS, Feb. 4, 2019 – Herff Jones, a division of Varsity Brands and the leading provider of graduation and educational products and services designed to inspire achievement and create memorable experiences for students, is pleased to announce our “best-of” publication, Portfolio, which showcases best-in-class yearbook work from students across North America.

"We are former educators and yearbookers ourselves, so we know first-hand the amount of work that goes into each book," said Kelly Crouch, vice president of yearbook sales for Herff Jones. "Producing a great Yearbook doesn’t just happen overnight, and we are proud to be able to recognize our students and staffs’ achievements."

In its 25th year of publication, Portfolio features more student work than ever before. Of the thousands of yearbooks printed by Herff Jones, 477 schools were chosen across multiple categories. Judged by industry experts on various design and storytelling elements – from themes to covers to features – the featured staffs truly epitomize the student innovation that came from yearbook classrooms in 2019.

To celebrate Herff Jones’ 100th year in business, the final eight-page section of the publication is a nod to several members of the operations organization who have contributed to the Herff Jones yearbook business for a combined 167 years. To help us honor the individuals who have dedicated their lives to making our customers’ yearbooks look better than they could ever imagine, eight students traveled to the Kansas City plant to capture the passion found in our printing plants. In fact, every photo and nearly all copy featured throughout the publication is student work.

In addition to the printed Portfolio that was presented to each of the featured schools, an online showcase is available at https://yearbookdiscoveries.com/showcase/.

ABOUT HERFF JONES
Indianapolis-based Herff Jones is the leading provider of graduation and educational products and services designed to inspire achievement and create memorable experiences for students. A division of Varsity Brands, Herff Jones’ products include class rings and jewelry, caps and gowns, yearbooks, diplomas, frames and announcements as well as motivation and recognition programs. Focused on building long-term relationships through a nationwide network of over 2,000 employees and sales partners, the professionals at Herff Jones have been helping elevate the student experience throughout the lifelong journey of education for more than 100 years. For more information about Herff Jones or Varsity Brands, please visit www.herffjones.com or www.varsitybrands.com.

ABOUT VARSITY BRANDS
With a mission to inspire achievement and create memorable experiences for young people, Varsity Brands elevates the student experience, promotes participation and celebrates achievement through three unique but interrelated businesses: BSN SPORTS; Varsity Spirit; and Herff Jones. Together, these businesses promote personal, school and

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community pride through their customizable products and programs to elementary and middle schools, high schools, and colleges and universities, as well as church organizations, professional and collegiate sports teams and corporations. Through its 9,000 dedicated employees and independent representatives, Varsity Brands reaches its individual and institutional customers each year via e-commerce sites, catalogs, telesales, and direct sales channels.