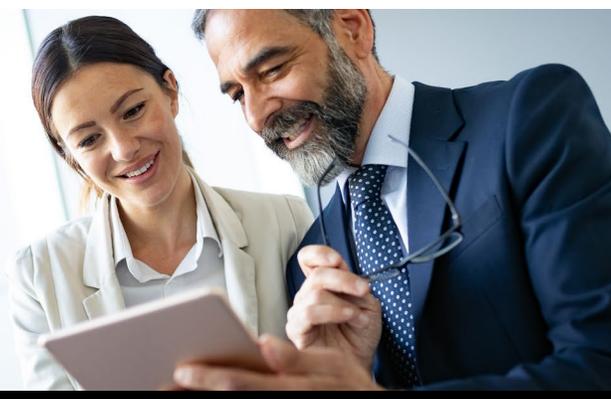


Lifetouch + Shutterfly.

CAPTURE, PRESERVE AND SHARE

Q&A with Lifetouch



Who we are

Lifetouch promotes school safety and security with our ID cards, free Child Safety cards and downloads for all families, and our Lifetouch Online Portal. We also provide a number of portraiture opportunities, such as graduation and commencement photography, homecoming and prom photography, classroom groups and all-school panoramic portraits. Lifetouch provides state-of-the-art yearbooks to help your school tell its annual story.

Q: What protocols has Lifetouch implemented for Picture Day safety?

A: Lifetouch is leading the photography industry in providing comprehensive photography session safety protocols. These protocols follow the guidelines and recommendations of the Centers for Disease Control and Prevention related to COVID-19. Our props, photography equipment and any surfaces utilized by our team are sanitized throughout day. Our teams follow updated posing guidelines and maintain a comfortable distance while capturing great images. Lifetouch employees are required to complete enhanced safety and cleaning protocol training. Our team members are required to wear a mask at any indoor Picture Day event, regardless of their vaccination status. Most importantly, we partner with our schools to establish a plan that fits their needs for safety. While photography sessions may look different this

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year, as a trusted partner, our goal remains the same – to ensure every school receives the essential photography services for families to capture life's memories. Visit schools.lifetouch.com to learn how Lifetouch may partner with you.

Q: What are some of the ways Lifetouch can help schools with branding and messaging solutions?

A: We provide fully customized positive messaging and visual communications via our Lifetouch PrintShop. The PrintShop provides a high-impact, low-cost, customized product to help schools with their branding efforts and with their visual communication needs. Floor graphics, metal wall signs, banners, wall placards and classroom posters are just a small sample of the items we provide for schools. We have partnered with schools by providing welcome banners utilizing a school's or district's theme for the year. Flagpole banners are another item schools and school districts are utilizing to showcase core values or positive behavior traits.

Q: How is Lifetouch helping schools to create a positive school environment?

A: Lifetouch offers wall-to-wall customized posters, banners and more to inspire the best in your students and staff. Displaying positive messages throughout your school has a positive impact on your school's culture and students' attitudes. Predesigned banners look professional and attractive, plus, they may be customized with your school's name, logo or mascot. With hundreds of customizable banners and poster templates, schools are able to elevate their surroundings without permanently affecting walls or other spaces. Schools have been utilizing messaging such as "Be You," "Attitude Makes All the Difference," "100th Day of School" and other sayings to promote their culture. **B**