

SUGGESTED POSTER / INFORMATION INSERT

Buying a school uniform for the back-to-school 2020 season is safe & easy.



All families, especially families of incoming grade nines, please register with McCarthy Uniforms at www.mccarthyuniforms.ca so you can access:

- Updated information on where and how to shop over the summer months
- Flexible payment options and new promotions
- Online appointment booking portal for in-person fittings
- Uniform fit & instructional videos



For now all McCarthy Uniforms In School Shops are closed but stay tuned for opening hours when schools re-open and social distancing regulations are relaxed.

McCarthy Uniforms augmented their digital shopping options, invested call centre and support resources and have been proactive to ensure that school uniform inventory supply chains are strong & ready for back to school 2020.

SUGGESTED LETTER / EMAIL MESSAGING

Note: This text can be cut and paste into an email and distributed **from** your school **to** incoming & existing families.

Dear Families,

As we navigate the COVID-19 crisis together, I wanted to update you that we have been in close contact with our school uniform provider, McCarthy Uniforms, to ensure the experience of buying a school uniform for the back-to-school 2020 season is safe & easy.

At this time, the school administration is asking that all families, especially families of incoming grade nines, register with McCarthy Uniforms at www.mccarthyuniforms.ca and prepare to shop for school uniforms online.

Registration will provide you with:

- ✓ access to updated information on where and how to shop over the summer months
- ✓ access to flexible payment options, sales, curbside pick up options
- ✓ access to online appointment booking portal for limited in-person fittings, when social distancing measures ease and
- ✓ uniform fit & instructional videos.

Please also note that, until social distancing guidelines are formally relaxed, McCarthy Uniforms retail locations are not open to the public. That doesn't mean you can't shop for your uniform. Our school custom e-store is open 24/7 and a McCarthy's call center is fully staffed for both customer support & shopping. By registering online, you will obtain a notification when stores are open for appointments and walk in service.

I know you will understand that we are all working through this challenging time together. We are all adjusting to new ways of learning and shopping. Please remember that our partner McCarthy Uniforms has a priority responsibility to keep our community safe and has been working tirelessly to ensure that alternate shopping options are available. They have generously augmented their digital shopping options, invested in additional call center and support resources and have been proactive to ensure that school uniform inventory supply chains are strong & ready for back to school 2020.

Sincerely,

[insert name]

SOCIAL MEDIA TILES & MESSAGING

SOCIAL MEDIA TILES

How to use these messages

- The goal of these social media tiles are to amplify key messages to 'register early' and prepare families for virtual shopping options.
- We have included four example social media tiles.
- We recommend posting these tiles to your twitter, Instagram or Facebook pages.

SCHOOL UNIFORM REGISTRATION IS NOW OPEN





REGISTER

Create your student profile by visiting:

www.mccarthyuniforms.ca/profile





SHOP

- Online store: www.mccarthyuniforms.ca
- Call center:
 GTA: 416-593-6900
 Outside of the GTA:
 1-800-668-8261

Caption:

NEW FOR 2020





REGISTER

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SHOP

- Online store: www.mccarthyuniforms.ca
- Call center:
 GTA: 416-593-6900
 Outside of the GTA:
 1-800-668-8261

Caption:



Caption:

REMOTE SHOPPING

SCHOOL UNIFORM REGISTRATION FOR 2020

PLEASE REGISTER FOR UPDATES ON YOUR SCHOOL UNIFORM PROGRAM AT:

WWW.MCCARTHYUNIFORMS.CA



Caption:

