

## CHECK OUT THE OVERALL VALUE

### The talk about town:

There have been many articles written about the high costs involved in the high school senior year. A recent article in *The Seattle Times*, "Senior year means a major investment," refers to multiple schools in our area and the costs that Seniors incur between announcements, photos, cap and gown, proms, college visitations, SAT's, and senior parties, etc.

But when you compare the two main end-of-the-year events—prom and the graduation party—it is clear that the graduation party offers far more for significantly less money—more "*bang for the buck*" so to speak.

Not that prom isn't an important rite of passage: it is! Yet, too often parents will question the cost of the graduation party and think nothing of the 2-3 times higher cost of prom.

**So do the comparison:** For the cost of your ticket to the graduation party your Senior is:

In a **safe environment** away from drugs and alcohol

**Having fun with their friends** all-night at venues that are closed to all but them.

**Entertainment** that would be too expensive to pay for on their own

**Not driving** to and from a party during all hours of the night

**Lots of tasty food and beverage** that Seniors like!

**Relief from worrying** about where your Senior is and are they okay—this alone is priceless!

So as you start to promote your graduation party and sell tickets, keep in mind the overall great value that you are offering for the price of your ticket. **It's money well invested.**