

Big Picture Scrapbooking

Fact Sheet | February 2009

ABOUT

Big Picture Scrapbooking (bigpicturescrapbooking.com) is the leading online education program for scrapbooking worldwide. Their focus is to inspire while making scrapbooking fun and easy for everyone.

Founder of Big Picture Scrapbooking and visionary, Stacy Julian's simple, step by step thematic approach to scrapbooking is incorporated into a wide range of convenient and imaginative on-demand projects and progressive multi-week workshops. Each offering gives students fresh ideas to unlock their creativity and help them to easily create scrapbook stories that celebrate life's special moments.

Year founded: 2005

Founder: Stacy Julian, President/Co-owner

Partners:

Paula Wessells, CEO/Co-owner

Kayce Rehn, CIO/Co-owner

Mission: To inspire while making scrapbooking fun and easy for everyone. Our liberating approach and expert guidance focus on the organizational and creative process as well as personal awareness. This means our students come away with more than just completed projects -- they come away with a new frame of mind. Big Picture Scrapbooking provides life changing education in the context of a convenient creative international community.

Cost: The price of projects and workshops vary. Projects typically range from FREE to \$12. Workshops range from FREE up to \$250.00 for a special, year-long course.

Language requirement: Must be fluent English speaker

URL: www.bigpicturescrapbooking.com

Headquarters: Vancouver, Washington

STUDENTS

Total students: over 31,000 student subscribers who have participated in workshops and downloaded projects.

Country of residence: 83% of Big Picture Scrapbooking students are from the U.S., with the remaining 17% of students from more than 161 other countries. After the US, the three countries with the largest student population are Canada, Australia and Great Britain.

Average age range of students: the majority of our students are 24-66

Age requirement: We don't have an official age requirement for our projects and workshops. Our youngest student is about 10 and ranges up to 90 or so.

Male to female ratio: The student population is about 90% female to 10% male.

Student material requirements: A convenient list of necessary materials is provided for the completion of each project and workshop.

Technical requirements: Students need a personal computer and internet connection.

INSTRUCTORS

Big Picture Scrapbooking has strong relationships with some of the industry's most experienced and passionate scrapbookers. Our instructors provide valuable inspiration, guidance, and real-world experiences that enable students to create personalized scrapbooks.

Current number of instructors: Big Picture Scrapbooking works with 10-15 or more instructors in any given year, depending on course offerings and curriculum development.

Names of instructors: To learn more, visit www.bigpicturescrapbooking.com and click on "teachers" where you can read personal biographies of each of these professionals.

PROJECTS AND WORKSHOPS

Big Picture Scrapbooking offers new projects and workshops each month. On average we have 4-6 workshops running in any given month. To learn about current offerings, visit www.bigpicturescrapbooking.com and click on "courses".

FINANCIAL

Big Picture Scrapbooking is a privately held company and does not release financial information to the public.

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