

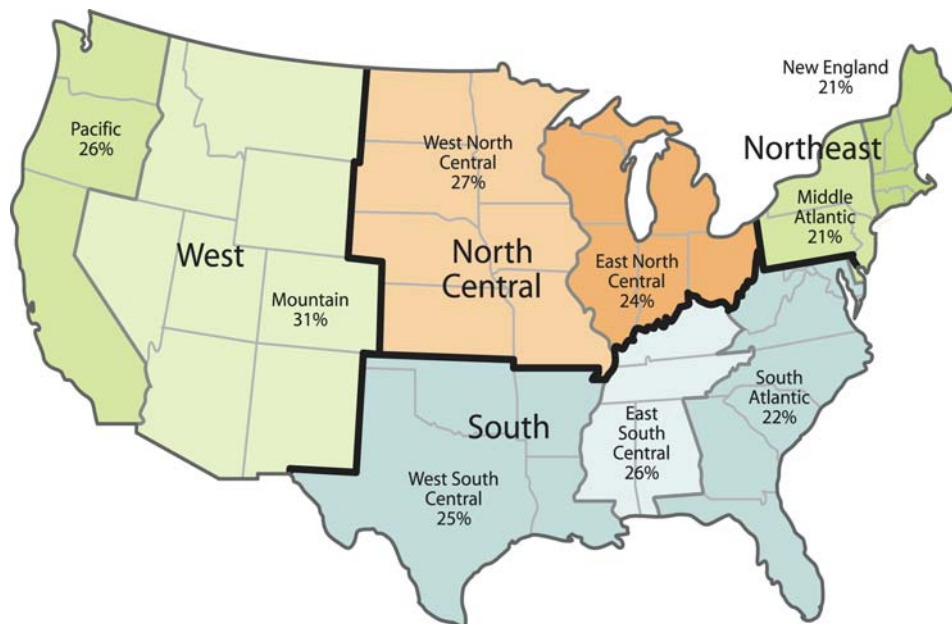
## CONTACTS:

Chantelle Turner  
Bremer Public Relations Inc.  
801.364.2030  
cturner@bremerpr.com

Jacque Jensen  
*Creating Keepsakes*  
801.316.2577  
pr@creatingkeepsakes.com

# How Big is BIG?

SCRAPBOOKING ACROSS THE U.S. IS MORE THAN A FAD  
% of Households that Scrapbook



### GOLF in the U. S.

- Households - 23.7 million, or 1 in 5
- Players - 28.5 million over age 18
- Overall participation - 22.1 %

### SCRAPBOOKING in the U.S.

- Households - 26.3 million, or 1 in 4
- Scrappers - 32.1 million over age 18
- Overall participation - 24.5 %

###