Sample Media Release

(A News Release can be sent to your local media prior to the event. You can also modify the release and send it to the media after the event.)

For Further Information Contact:
Your Name, Phone Number

FOR IMMEDIATE RELEASE

AMERICAN EDUCATION WEEK PROMOTES SCHOOLS, SALUTES EDUCATORS, CELEBRATES LEARNING

For one week each year your local schools open their doors to the community to encourage people to see, experience, and understand what happens inside the hallways, cafeterias, gyms, and classrooms. American Education Week offers many special events including Open House Events, Parents Day, and Education Support Professionals Day.

(Your school), along with the Department of Defense Education Activity (DoDEA), will join schools across the United States, the National Education Association (NEA) and many other educational organizations in observing the 90th Annual American Education Week from November 13-19. The theme for the celebration is, “Great Public Schools: A Basic Right and Our Responsibility.”

“Celebrating American Education Week provides a great opportunity to show parents and community members what school is like and how educators support children on a daily basis,” said (name of chairperson of your school advisory committee or another person).

Teachers, education support staff, parents, students, and communities all play an important part in education. American Education Week provides a great opportunity to learn about your schools and to see if there are ways we can work together to make our education system even better.”

Throughout the week, (Your school) will organize a number of activities nationwide to reinforce American Education Week’s 2011 theme. These activities will spotlight the different people who are critical in building great schools for our nation’s students. Celebrations include (list your school’s events here).

Many of these events and activities are being jointly sponsored by (Community or school, the PTSA, as well as by local agencies, groups, or partners.)

In our communities, we can take this time to recognize and reflect on the important partnerships our schools have forged with parents, students, and commanders to improve the quality of education for children. Our schools take on an additional role and significance in our communities -- often providing the stability, routine and focus for families affected by current global events, deployments, and separations.
There is no greater calling than contributing to the future of our country by educating our children, and no greater opportunity than serving those military and civilian families who sacrifice so much in the name of freedom. During this special week -- and every week -- we need to remember our responsibility to provide every child with a quality education.