



## **Themes/Catch Phrases**

Listed below are themes and phrases you might “sprinkle” throughout your communications during National School Choice Week, January 24 – 30, 2016.

### Phrases

- Neighborhood public schools continue to be the number-one educational choice for parents
- 86% of Arizona parents pick local public schools
- More than eight out of ten Arizona families choose local public schools

### Themes

- Go District Public School
- Public Pep Rally
- District Public School Pride
- Public School District and Proud
- Got the Spirit
- Choose District Public Schools
- Choose Public and Be Proud
- District Public Schools: A Strong Choice
- District Public Schools: The Right Choice
- The District Public School Attitude