



SAMPLE “OVERVIEW” NEWS RELEASE for NATIONAL SCHOOL CHOICE WEEK

FOR IMMEDIATE RELEASE

Contact:

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XXXX School District Parents Have Made Their Choice
National School Choice Week Gears Up Jan 24-30, 2016

XXXX, Ariz. – Parents continue to select schools in the XXXX School District as their educational choice for children.

[First and Last Name], superintendent of XXXX School District says, “insert quote and or comments on why XXXX district is the best choice for students targeting programs and opportunities.”

According to the Arizona Department of Education, Arizona public schools continue to be the number-one choice of parents. Families of more than eight out of ten students across the state choose to send their children to local public schools.

Even with a multitude of educational choices in the state - more school options than any other state in the union - the vast majority of Arizona students Go Public.

[First and Last Name], governing board president of XXXX School District adds, “insert quote and or comments on why homeowners/community members should advocate for local public schools. Examples can include safer neighborhoods, a stronger community and higher property values.”

Public school families are a powerful political entity and their educational preferences must be considered as Arizona legislators and policy makers decide upon the fate of public school education. Hundreds of millions have already been cut from local public schools which includes the XXXXXX million reductions to XXXX School District over the last [insert number] years. This funding is crucial to providing the best education for all students in Arizona.

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