

10/11/2005

FOR IMMEDIATE RELEASE

## **New Bedford Public Schools Pro-Education Campaign Launched**

A Press Conference will be held at 11 am on Tuesday, October 11<sup>th</sup> at the Paul Rodrigues Administration Building, 455 County Street, to announce the upcoming pro-education media campaign. Tom Davis of the Greater New Bedford Industrial Foundation, Craig Dutra of the Community Foundation of Southeastern Massachusetts, and Kathy Castro of the New Bedford Public Schools have been the primary organizers and fundraisers for this effort, which is expected to continue over the next five years.

The objective of this major public relations effort is to cause more kids and their parents to recognize the importance of doing well in school, graduating from high school, and enrolling in college.

Slogans on bumper stickers will include *Education Pays* and *Learn = Earn*. All city, school department, and area business employees, along with parents will be asked to put the stickers on their cars as a show of solidarity and belief in the importance of education.

There will also be designs of the posters for elementary and secondary schools on display. The slogans include: *If you think school is terrible, try poverty; We care about you-- stay in school;* and, for the younger grades, *School is Cool*. NBPS Superintendent Michael E. Longo has pledged to have the posters hung on or adjacent to every classroom and office door as well other appropriate places in the schools.

More than 70 members of the community, including students, were involved in the project and voted for the final bumper sticker and poster selections.

In addition to Superintendent Longo, Tom Davis, Craig Dutra and members of the Community Pro-Education Advisory Committee, Mayor Frederick M. Kalisz, Jr. will also be on hand for the Press Conference.

### **About the Community Foundation**

Since 1995, area residents have been turning to the Community Foundation of Southeastern Massachusetts to make their philanthropic giving as effective as possible. CFSEMA is a public charity serving thousands of people who share a common concern – improving the quality of life in Southeastern Massachusetts.

To date, the Community Foundation has assets of more than \$14 million and has distributed over \$3 million from 59 funds to humanitarian, educational and cultural organizations in the region.