



FOR IMMEDIATE RELEASE

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Ten education-related associations launch #PublicSchoolShoutout initiative

COLUMBUS – During this National School Choice Week, a coalition of ten public education-related associations are pleased to announce the launch of the **#PublicSchoolShoutout** campaign.

#PublicSchoolShoutout is a year-round project acknowledging the great work in public schools. The initiative will officially kick off February 11-17, 2018, purposely coinciding with Ohio PTA's *Take Your Family to School Week*, which encourages parents to visit, applaud, and engage with their local public schools.

School staff, administrators, board of education members, parents, students and community members across Ohio are being encouraged to join the celebration by using the **#PublicSchoolShoutout** hashtag to post photos and videos on personal and school social media showing the cool things happening in schools and classrooms.

Parents are also being encouraged to have lunch with their child(ren) and post about it, and schools are being asked to invite community leaders, members and legislators to visit schools and classrooms.

Some districts may host special events and activities during the week as well, such as a

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walk-in where staff, parents and community members arrive 15 minutes before school to cheer for students as they arrive. Some other sample activities include: bringing in speakers to talk about school pride; encouraging community organizations or businesses to adopt a classroom and forming a relationship with that specific class; allowing a student to be a principal for a day and documenting the event; having a student art or essay contest that explains why they love their public school; holding a school spirit rally inviting community members to attend, and more.

The campaign goal? Simply to generate and expand positive, wonderful pride in our public schools. Please help us SHARE and AMPLIFY pride in our neighborhood public schools with a **#PublicSchoolShoutout**.

The associations uniting in the **#PublicSchoolShoutout** effort:

- Buckeye Association of School Administrators
- Ohio Association of Elementary School Administrators
- Ohio Association of Public School Employees
- Ohio Association of School Business Officials
- Ohio Association of Secondary School Administrators
- Ohio Education Association
- Ohio Federation of Teachers
- Ohio PTA
- Ohio School Boards Association
- Ohio School Public Relations Association



Feb. 11-17, 2018