

# PRESS RELEASE FOR UNIT PTAs

(Use your own PTA letterhead)

**Redwood PTA**

123 Elm St., Burney, Calif.

Contact: Mary Hearst, President

**For Immediate Release:** RedwoodPTAcommunications@gmail.com

(Insert date including day) 555-555-5555

Redwood PTA gets connected at annual PTA convention

<<City>>, CA. Parent volunteer leaders <<PTA leader 1 and PTA leader 2>> were selected to represent Springfield PTA among some 4,000 statewide members, delegates and participants at the California State PTA's 112th Annual Convention in Long Beach, April 28 – May 1, 2011. <<Names>> represent California's nearly 1 million PTA members in more than 3,700 schools. State convention delegates set PTA policy – guiding advocacy and the organization's focus – by voting on resolutions. Delegates learn about current issues in education and children's condition, network to share best practices, and hear experts and inspirational speakers.

"Every year, the state convention re-energizes and renews the PTA's advocacy for children and public schools," said [name of PTA leader]. "Delegates get immersed in current issues, and they gain information and inspiration to take home to help PTA volunteers make the most of our work in our schools and communities."

Convention attendees welcomed Governor Jerry Brown on Thursday and on Saturday launched CUT\$ HURT KIDS, an advocacy campaign to inform legislators and the public of the impact budget reductions have on students in public schools and families across the state. Thousands of members wrote letters to their legislators which will be delivered to the Capitol.

*It's ideal to localize the details, if possible, to reflect issues of importance and interest in your school and community. Quotes from student delegates on issues are popular. If your school, council, district etc. has sponsored a resolution or event, this is a good place to include it.*

Resolutions voted on this year addressed Automated External Defibrillator (AED) Awareness in Schools and Science, Technology, Engineering and Mathematics (STEM) Education. <<PTA Leader 1 and PTA leader 2>> learned about many issues at convention workshops: (pick the most relevant workshops offered this year: *Champions for the Arts: Join the Movement!; PTA's School Smarts Parent Academy; Arts Education: Making a Difference in Students' Lives; Oh My! Is Your Child a Good Digital Citizen?; Bullying in the 21st Century; Attendance COUNTS!!!; Child Trafficking – What You Don't Know; Oh No! My Kid Has a License!; Building Bridges: Dual Immersion Program for English Learners; Including Everyone in the PTA; Making Diversity Everyone's Business; Partnership for 21st Century Skills: Student Readiness; Science, Technology, Engineering and Math: The Hope of the Future; School Finance; Keeping Student Options Open to Success; Promising Practices for English Language Learners; Educating for Democracy, the Civic Mission of Schools; Making Sense: A Parent's Guide to Middle School Students; It's Never Too Early To Inspire Kids With the Promise of College!; Planning and Budgeting for Success; Disordered Eating: Helping Parents Help Their Children; Improving School Breakfast Programs; Advocating for Quality Physical Activity and Physical Education; A Breath of Fresh Air: Indoor Air Quality and Asthma in Schools; The Brave New World of Leadership; From Issues to Action – All Politics are Local!; Hot Topics: Get the Latest From Sacramento and D.C.; How To Be Heard in Sacramento; Parent Involvement: Helping Your Child Achieve Academic Success; Inspiring Volunteers and Cultivating Parent Involvement; Welcoming Schools: How To Change a Fortress School Into a Partnership School; Building Male Leadership in PTA; Reflections; Show Me the Money: Applying for PTA Scholarships and Grants; Do You Know What You Can Do With IEP?; Increase Student Involvement; College Survival Guide).*

Speaker **Anne Henderson** offered effective practices to involve families in their children's education, both at home and in school. Henderson is a specialist on family-school relationships and their impact on student achievement, particularly among students in diverse and low-income communities. Sanger Unified School District's **Marc Johnson**, the 2011 AASA National Superintendent of the Year, spoke about restructuring his district's schools into professional learning communities focused on student learning, high quality instruction and teacher collaboration. Within two years Sanger became one of the first districts in California to exit Program Improvement, its status under the No Child Left Behind Act. **Darin Curtis**, 2011 California Teacher of Year, a PE teacher at Tierra del Sol Middle School, Lakeside (San Diego County), addressed the nexus between good physical fitness and academic achievement, sharing how his use of technology motivates students. **Jason Shah**, INeedAPencil.com, captivated delegates with his energy and his description of his nonprofit organization's innovative, free program to help students prepare for the SAT. **Benito Delgado-Olsen**, K to College.com co-founder, spoke of his nonprofit organization's efforts to provide students with free school bags filled with \$65 of school supplies and dental kits, on the premise that barriers to students' learning must be eliminated. National PTA President **Chuck Saylor**s also addressed delegates.

###