



Press Release | For Immediate Release

Washington and MoveMeant for a Greater Gary Launches GO! Back to School Door-to-Door Campaign for parents and students of Gary Community Schools

Gary, IN – Gary Community School Corporation Board of Trustees member Darren Washington has set out to start the school year off right. His catchy campaign entitled “Go! Back to School” challenges students and parents of the Gary schools to get involved.

“It’s a call to action to parents and students of Gary Community Schools. The goal is to make our schools better for our children’s sake,” said Washington. “We need the commitment of students, parents and the community to make this work. It is a proven fact that parent’s positive presence makes schools and students better.”

The campaign was developed to achieve the following:

- Encourage parental involvement & PTA membership
- Boost first day school attendance
- Educate and encourage parents to support spring testing
- Motivate students to make this school year their best
- Promote excitement for the 2006 / 2007 school year

The first annual Go! Back-to-School Campaign will take place August and September of 2006. Weekly events and community outreach has been planned for Saturdays, August 12th, 19th, 26th and Saturday, September 2nd.

On each of the Saturdays, a different segment of the city will be targeted. A detailed schedule of events will be distributed an upcoming press conference hosted by Washington on Thursday, August 10, 2006 at 12:30 p.m. at Williams Elementary School in Gary.

For more information about the GO! Back to School Campaign, contact Washington at (219) 882-0052 or email Ami Reese at areese@themovemeant.org



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Go! BACK TO SCHOOL
PARENTS + STUDENTS OF GARY COMMUNITY SCHOOLS

The MoveMeant
for a Greater Gary
www.themovemeant.org