**Press Release Template**

**(send out on Supervisory Union or District letterhead)**

FOR IMMEDIATE RELEASE

Contact: [superintendent or other name and title]

[email of contact person]

[phone number of contact person]

**January is School Board Recognition Month**

[TOWN] – On January 15, the Vermont legislature [will pass/passed] a resolution declaring January as School Board Recognition Month. “This is a time to promote awareness and understanding of the important work performed by school board members,” said Sue Ceglowski, Executive Director of the Vermont School Boards Association. [Your SU/SD/school district name] is joining all public school districts across the state to celebrate School Board Recognition Month to honor local board members for their commitment to [community’s name] and its children.

“It takes strong schools to build a strong community, and these men and women devote countless hours to making sure our schools are helping every child learn at a higher level,” superintendent [superintendent’s full name] said. “They make the tough decisions every month and spend many hours studying education issues and regulations in order to provide the kind of accountability our citizens expect.”

[Superintendent’s last name] said the key work of school boards is to raise student achievement by:

* Creating a shared vision for the future of education
* Setting the direction of the school district to achieve the highest student performance
* Providing accountability for student achievement results
* Developing a budget that aligns district resources to improve achievement
* Supporting a healthy school district culture in which to work and to learn

“School board members give citizens of [community’s name] a voice in education decision making. Even though we make a special effort to show our appreciation in January, their contribution is a year-round commitment,” [superintendent’s last name] added.

Vermont’s own Darn Tough Socks is helping honor these committed volunteers by providing each board member around the state a free pair of socks. “We want to make sure Vermont’s school board members are ready to *think on their feet*. I’m glad we can show some appreciation for those who donate so much time to educating our kids. After all,” said General Manager Brent Blevins, “they have a ‘Darn Tough’ job.”

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