**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] – In January, the Vermont legislature will pass 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 for the third year by providing each school board member in the state a free pair of socks. “We want to make sure Vermont’s school board members are ready to *think on their feet*, especially in this exceptionally challenging year. 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.”

# # #