

Wayne County Area Chamber of Commerce

"School is Cool"

RELEASE OF INFORMATION

April 15th, 2009

First Bank Richmond

Chamber, First Bank Richmond, Area Schools Team Up to Encourage Perfect Attendance!

The Chamber of Commerce is joining area public schools to recognize students with perfect attendance. The project has at least five objectives:

- Promote the idea that school is cool
- Recognize students who achieve perfect attendance
- Encourage all students to aspire to achieve perfect attendance
- Promote the importance of education to all students, parents and the community at large
- Highlight the important connection between showing up ready to learn for school every day as a young person and showing up ready to work every day as an adult

“Young people who show up prepared and ready to learn every day in the classroom will become adults who show up prepared and ready to work every day in the workplace!” Dennis Andrews
Chamber President and CEO

SCHOOL IS COOL SPONSORS

Wayne County Area
Chamber of Commerce
Business Education Committee
Existing Business and Industry Committee

First Bank Richmond

Centerville Abington Schools Corporation
Nettle Creek Schools Corporation
Northeastern Wayne Schools Corporation
Richmond Community Schools Corporation
Western Wayne Schools Corporation

School is Cool is included in the Wayne County Area Chamber's 2009 Plan of Work. The initiative has been developed in collaboration with area superintendents for implementation.

The project in part results from surveys taken by the Chamber's Existing Business and Industry Committee and will be carried out with the support of the Chamber's Business Education Committee. Communities in Schools is also assisting with this program.

The program will be implemented in ways unique to each school corporation with variations per school. School activities may develop at the building or classroom level obviously at the discretion of school officials.

A billboard campaign will commence in April and May promoting School is Cool in each school district.

The program culminates in the spring when all perfect attendance students county-wide will be recognized for perfect attendance in conjunction with existing award presentations. Each perfect attendance student will receive a "School is Cool" T-Shirt.

First Bank Richmond, the corporate sponsor, will be recognized in a variety of venues for their generous and enabling support. Promotional billboards, the Chamber website, Chamber events, fliers, and other electronic communications will advance the message. School is Cool!

Dennis Andrews Ed.D.
Chamber President & CEO