



FOR IMMEDIATE RELEASE

Date

**Headline**  
Sub-Heading

Fort Lauderdale or your city name here – Introductory sentence or two about the main idea. Try to answer the question, “What is most interesting about this event?” and highlight that in the first paragraph.

Tell the story. Be sure to include who was involved, what happened and where, when it happened. Be sure to include why it is important and always tie it to student achievement.

- Reference the company and show appreciation for what they are contributing to the partnership.
- Use specific examples and measures whenever possible. For example, “Over the past 3 months, students have written 2 reports on the partner company.” Or, “Students have used math skills from the first semester to compute the cost of selling the product.”
- Quote someone from the company (be sure to get the quote approved) if possible. Quote a student as well, with permission. Include a quote from yourself to give a broad perspective of the program.
- Be sure to use the correct name of the company, and check all names for spelling.

**The following is included at the end of every press release. Cut and paste the text into your press release. You may also include your information for the media to contact you for an interview about the program.**

Partners In Education is a program of Broward County Public Schools. Founded in 1983, the program is dedicated to improving student achievement by cultivating and integrating business, community and school resources for all students in Broward County Public Schools. All Broward County Schools are available for new partnerships. Businesses may make commitments of time, financial resources or other support, based on the need of the school and the type of business.

Businesses or community organizations interested in forming a partnership with a school may contact the principal of the school directly. For a complete listing of Broward County Public Schools and contact information, please see the District web site, [browardschools.com](http://browardschools.com). Additional information regarding Partners In Education is available at [browardschools.com\partnersineducation](http://browardschools.com/partnersineducation).

For information on Partners In Education, please contact Nina Randall, APR, executive director, at 754-321-1974 or [nrandall@browardschools.com](mailto:nrandall@browardschools.com).