**News release**

**XXX School District**

DATE

*For immediate release*

Contact: NAME, PHONE, EMAIL

**XXX program shows ‘Promise’ of Oregon students**

The XXX School District is showcasing its xxxx xxxxx program this week as part of “The Promise of Oregon” campaign. The statewide campaign aims to create public support for K-14 education, to help meet the state’s 40-40-20 goals and lift student achievement and graduation rates.

During the 2015-16 school year, the “Promise” campaign is focusing on cutting-edge school programs that are helping prepare today’s students for college and career. Some examples are programs that emphasize science, technology, engineering and math (STEM), the arts, and career and technical education (CTE).

The xxx School District’s xxxxx program helps prepare our students for career and college by xxxxx

“xxx quote from teacher or student xxx.”

The xxxx program is being highlighted on xxxx list social media channels and/or district website xxx, and also on the “Promise” website at [www.promiseoregon.com](http://www.promiseoregon.com). Xxx requires proper hashtag of #promiseor xx

The “Promise” campaign is being coordinated by the Salem-based Oregon School Boards Association (OSBA). The campaign is based on two defining principles: 1) Today’s students are Oregon’s greatest natural resource. 2) We as Oregonians must invest in our public schools so the next generation can reach its potential.

OSBA is a member services agency for more than 200 locally elected boards serving school districts, education service districts and community colleges. It also provides services to charter schools and their boards.

# **Website:** promiseoregon.org

# **Twitter and Instagram:** @PromiseOregon

# **Facebook and YouTube:** ThePromiseofOregon

