

August 24, 2009

### Newton County Schools to Launch *Be There* Parent Involvement Campaign

Newton County School System is will officially launch the *Be There*, parent involvement campaign, this Thursday, August 27, 2009 at 10 AM when district officials join state educators and representatives from 13 other metro Atlanta school districts at WSB-TV headquarters in Atlanta for a kickoff celebration for the 2009-2010 school year.

*Be There* is a national movement to inspire parents to become more involved in their children's education.

Georgia's State Superintendent Kathy Cox, the Executive Director of the Georgia School Superintendents Association Herb Garrett, and the President of the Georgia School Public Relations Association Sloan Roach will be on hand to talk about the importance of parental involvement to children's success in school and in life. They will be joined by several parents and students who will share their personal stories on how "being there" paid off in positive ways. Bill Hoffman, Vice President & General Manager WSB-TV, will host the event and explain the station's role in promoting the campaign. All media are invited to attend.

Other metro-Atlanta districts joining Newton County Schools at the *Be There* launch include: Atlanta Public Schools, Clarke, Cobb, DeKalb, Douglas, Floyd, Fulton, Gwinnett, Lamar, Meriwether, Rockdale, Troup and Walton counties. More than 18 other Georgia school districts outside the Atlanta metro media market are also participating in the campaign. The *Be There* campaign is growing exponentially across the U.S. and Canada.

*Be There* is produced by Voss & Associates and offered to school districts at no charge. It is designed to inspire parents to connect with their children during the everyday moments of life, turning them into "teachable moments." Media and corporate partners, along with several state and national education associations, are backing the campaign to help spread the word.

For more information, go to [www.bethere.org](http://www.bethere.org).



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♥ A parent forum to share your stories, read expert opinions, watch heart-warming videos.