



## NATIONAL CHARTER SCHOOLS WEEK

## SAMPLE MEDIA ADVISORY FOR CHARTER SCHOOLS

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For Immediate Release

[Month and day], 2021

Media Contact:

[Name of communications liaison], [title], [name of public charter school]  
[phone number] | [email address]

### MEDIA ADVISORY

[Name of Charter School] to Celebrate National Charter Schools Week

*[Local event highlighted in subhead]*

[City, State] – On [day of week], [month, day] [Name of charter school] will celebrate National Charter Schools Week, taking place Monday, May 9 – Friday, May 15, and the 30th anniversary of the first charter school law! In honor of the nationwide celebration [name of charter school] will host [name of activity], to commemorate the week and elevate the passionate community administrators, teachers and students that lead, work and learn at [name of charter school].

WHO: [Name of charter school]

WHAT: [Provide a brief 1-3 sentence description of the event or activity. Be sure to include details, the reach of the activity, and list any notable names that will be in attendance, especially if there is an opportunity for them to speak to the reporter.]

WHEN: [day of week], [month, day] at [time]

WHERE: [Name of charter school] | [street address of school]

RSVP: Media covering the event must register with [name] at [email address]

[City's] charter school movement—which serves XX students across XX schools—exemplifies the sector's commitment to providing families with high-quality public school options, implementing innovative schools that put students' needs first, and achieving strong academic results for kids.

Public charter schools are independent, public, and tuition-free schools that are given the freedom to be more innovative while being held accountable for advancing student achievement. Since the first charter school law was enacted 30 years ago, more than 3.3 million students attend 7,000 charter schools across the United States. Charter schools like [name of charter school] provide a local high-quality public school option to [city's] students.

### About [Name of charter school]

[Insert boilerplate language if desired]

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