



NATIONAL CHARTER SCHOOLS WEEK

SAMPLE PRESS RELEASE FOR SCHOOLS & ORGANIZATIONS

[LOCATION] – Today, [ORGANIZATION NAME] kicks off National Charter Schools Week (NCSW) (May 10-15) celebrating the nearly 7,500 public charter schools and campuses across the nation and more than [NUMBER OF STUDENTS] here in [STATE]. NCSW exists to celebrate charter schools, the high-quality, tuition-free public-schools that nearly 3.3 million students across America and [NUMBER OF STUDENTS] around [STATE] depend on for an excellent education. This year's celebration marks the 30th anniversary of the nation's first charter school law, which changed the future of public education and student success forever. In recognition of our movement's history and future, this year's theme is *National Charter Schools Week 2021: 30 Years Strong*.

"As we celebrate 30 years of tremendous success in the charter school sector and [NUMBER OF STUDENTS] here in [STATE], we are reflecting on our successes and spotlighting the students that will lead us into the next 30 years," said [NAME, TITLE] of [ORGANIZATION NAME]. "We are humbled by the remarkable work of charter school educators and leaders in an unprecedented year for education."

Throughout the week of NCSW, [ORGANIZATION NAME] and the National Alliance for Public Charter Schools will be celebrating in several ways.

Monday, May 10: Join Us in National Charter Schools Week Celebrations

Celebrate the great work charter schools are doing in their communities with us online! Check the release of our [30 Under 30 Changemakers – add link](#) and join the conversation on social media using the hashtags #CharterSchoolsWeek and #CharterLove to share your memories of the first 30 years of the Charter School movement. Charter schools are encouraged to use the [NCSW 2021 toolkit](#) with turnkey tools that make it easy for charter schools, charter management organizations, and partners to recognize and amplify the great work of charter schools and its next generation of leaders.

Tuesday, May 11: Recognize and Reflect: 30 Years of Charter Schools

Follow us on social media as we reflect on the milestones of the last 30 years of charter schools since the first law was passed in Minnesota.

Wednesday, May 12: 30 Under 30 Virtual Event

Join the National Alliance in celebrating our [30 Under 30 Virtual Awards Ceremony](#). The event will feature interviews with several awardees. You can tune-in on Zoom at 4:00 PM Et.

Thursday, May 13: Student Speak Day

Students from across the country will be reaching out to their congressional representatives (via their teachers) to share what they love about their charter school and why it's important to continue to support the growth and expansion of more charter schools through programs like the [Charter School Program](#) (CSP).

Friday, May 15: #CharterLove Spirit Day

NCSW will conclude with our #CharterLove spirit day to wrap up the week. Be sure to tag @charteralliance on social media with photos and videos of students, teachers, and charter school advocates showing love for these innovative public schools.