

SAMPLE PRESS RELEASE FOR PRINCIPAL FOR A DAY

[School letterhead]

Contact: [Your name, phone]

**[Chamber of Commerce Chief, Joe Smith] To Be
Principal for a Day at Busytown Elementary School**

Busytown, VA—November 1, 2004—Joe Smith, Chairman of the Busytown Chamber of Commerce will spend the 15th of November as a public school principal through the Principal for a Day program. The program is designed to help community leaders better understand the complex role of the school principal and get perspective on the school system from within. Smith was invited to participate by John Jones, who has been Busytown Elementary’s principal since 1994.

“Nothing is more important to Busytown than maintaining excellent schools,” said Smith, “and there’s no better way to understand their successes and challenges than seeing them first-hand,” he added.

Smith will shadow Mr. Jones throughout the day, but will not actually be dishing out discipline and or choosing curriculum. He may participate in any number of other activities including visiting classrooms, meeting with teachers and parents, giving morning announcements, participating in a student council meeting, eating lunch in the cafeteria, or helping out on the playground.

Principal for a Day programs have been extremely successful in New York City, Los Angeles, and many other school districts throughout the country. When executives take a day out of their busy work schedules to see what’s going on in their neighborhood schools, it shows tremendous commitment to education and dedication to the community.

Busytown school serves 350 students in grades preK through five. John Jones leads a staff of 50 professional and support employees.

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