



Public Relations/Pupil Services
1885 Packard Road – Ypsilanti, MI 48197-1846
Telephone (734) 714-1201

Emma L. Jackson, Director
Ruth Ann Tinkham, Executive Secretary

Date: July 17, 2008

To: Local media

From: Ypsilanti Public Schools

Subject: Door to Door Campaign

Contact: Emma Jackson, Public Relations Director, 734/714-1202, ejackson@ypsd.org

Staff takes to the streets to promote Ypsilanti Public Schools

It may be summer break for many school personnel but the staff of Ypsilanti Public Schools is devoting an evening to promote the benefits of an YPS education. The Door to Door Campaign is 5 p.m. Tuesday, July 22 and starts with a pizza dinner at Chapelle Community School, 111 S. Wallace St. Following the meal staff, wearing matching t-shirts, will fan out to neighborhoods to knock on doors and talk to residents about the district.

This is the third year the district has engaged in the meet-the-public campaign. In the past, the community has responded favorable to the visits. The campaign provides an opportunity for residents to ask questions and to learn about the district's new initiatives. Superintendent James Hawkins said the event is a win-win scenario for the district and residents.

“This event puts a face to our district and is one method of showing our stakeholders that we care about their input and want to engage them in what is taking place in our schools,” Hawkins said. “Too often there is a misperception about what we offer educationally. I believe once people learn about our solid curriculum, the exciting partnerships we have with local universities and our diverse enrichment activities, they will be pleasantly surprised. We have big school opportunities in a small school environment.”

The campaign is coordinated and jointly supported by the Ypsilanti Education Association, the Ypsilanti Support Staff Association and district administration. Details: (734) 714-1202.

-30-