

Charter Schools Week Toolkit: Sample Press Release

[State] Charter School Innovators Celebrated During National Charter Schools Week

[Local event highlighted in subhead]

[City, State] – In a record-breaking year that saw national charter public school enrollment surpass 3 million students for the first time, [STATE] is joining states across the country in celebrating National Charter Schools Week, May 1-5. [STATE]'s charter school movement – which serves XX students across XX schools – exemplifies the movement's commitment to giving families high-quality educational options, practicing innovative academic approaches, and garnering student results. Students served by [STATE]'s charter schools achieve [RESULTS].

To celebrate these dedicated educators and the families they serve, [STATE] is holding [EVENT, DETAILS].

[Quote from Exec Director/President/CEO of organization]

Charter schools are unique public schools created to fill a need within a community. To meet this need and foster student achievement, charter schools are given the flexibility to be more innovative while being held accountable for improved student outcomes. They are independent, tuition free public schools open to all students.

Families choose to send their child to a charter school because they are seeking a school that meets their unique needs. A [2016 nationally representative survey](#) from [the National Alliance for Public Charter Schools](#) found that parental support for charter schools is strong across the country. Nearly 80 percent of parents of school-aged children support allowing parents to choose which public schools their child should attend – and more than 70 percent of parents favor having a charter school open in their neighborhood.

This demand makes sense – because charter schools are delivering results. Numerous independent research studies have found that students in charter schools do better than their traditional school peers. The Center for Research on Educational Outcomes at Stanford University, found that charter schools do a better job teaching low income students, minority students, and students who are still learning English than traditional schools. Separate studies by the Center for Reinventing Public Education and Mathematica Policy Research have found that charter school students are more likely to graduate from high school, go on to college, stay in college and have higher earnings in early adulthood.

National Charter Schools Week is May 1-5, 2017. For information on charter public schools in [STATE], please visit [HYPERLINK TO STATE ASSOCIATION WEBSITE]. For national information on charter public schools, please visit the National Alliance for Public Charter Schools website at www.publiccharters.org

