



Muscogee County School District

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For Immediate Release

MCSO Communications

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Date: November 4, 2009

NEWS RELEASE

MCSO and WTVM Invite Parents to Be There

(Columbus, GA)-Are you a parent with little or no time to attend school events throughout the day, or extra-curricular activities with your child due to long work hours or other responsibilities? This is your chance to *Be There*! The Muscogee County School District (MCSO) and WTVM (Channel 9) are partnering to share Extraordinary Teachable Moment (ETM) features by launching the *Be There* campaign Wednesday, November 4, 2009, during the 5:30 p.m. newscast on WTVM.

Parents inspiring parents...and their children! That's the goal of *Be There*, a multi-media, national, parent involvement campaign. Many parents have hectic work schedules that may not allow them to attend daytime school functions or extra-curricular events after school, but what are parents doing with the time they do have to spend with their children everyday? We want to know. Just think! Teachable moments exist everywhere whether shopping, driving to and from school, at home, or at community events.

"I expect our educators to engage children with relevant knowledge and daily lessons in the classroom," said Superintendent Susan Andrews. "When children are not in the classroom, their parents are their teachers."

That's why MCSO and WTVM want to share inspiring stories of parents connecting with their children. Parents are invited to submit a *Be There* entry form explaining an extraordinary teachable moment with their child. Entry forms can be accessed at www.mcsdga.net, or parents can pick-up a form at their child's school. Parents who submit entry forms must agree to be interviewed with their child by MCSO and WTVM.

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“We are excited that WTVM has partnered with us to help promote parent involvement and their inspirational stories,” said Director of Communications, Valerie Fuller. “This week we’ll share a story about a family who has been cooking together for years and sharing chores as a way to gain valuable family time and learn important skills.”

For more information, access www.bethere.org, e-mail communications@mcsdga.net , or call the MCSD Department of Communications, (706) 748-2034.

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