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CONTACT: Monique LeNoir
Director of Communications
Phone: (202) 293-8620

Washington Teachers' Union Launches Ad Campaign to Promote Education Plan

Radio ads and Web site kick off effort to inform the community and bring parents, teachers and other DC residents into the discussion on how to fix DC public schools.

WASHINGTON, DC — The Washington Teachers' Union (WTU) this week is launching a public information campaign on the bold and progressive teacher contract proposal submitted to Chancellor Michelle Rhee in late January. The campaign will include a series of radio advertisements and a new Web site, **UnitedforDCKids.org**.

"We know we have presented a comprehensive and reform-minded proposal that will help DC public school (DCPS) students flourish, while being fair and supportive of teachers," said WTU president George Parker.

The first radio ad features the voices of two current DC public school teachers and highlights the need for innovative and collaborative solutions to fix education in Washington. The Web site is a location where visitors can see highlights of the WTU proposal, stream the radio ads and other media, sign up for e-mail updates, and read the latest news related to the contract proposal.

"We're informing the public about our vision for DCPS that benefits teachers, the school district and, most importantly, the children," stated Parker. "We're excited about our proposal and education plan and want to share our ideas and engage the entire community," said Parker.

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