



Office of
Community Relations

North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

FOR IMMEDIATE RELEASE

October 14, 2011

Contact:

Chrissie Kolb
210-407-0105
210-262-5295 (cell)
Kristina Martinez
210-407-0040
210-381-5788 (cell)

MEDIA ADVISORY

What: Eisenhower Middle School hosts a community celebration in honor of its namesake's birthday with "Ike's Big Day" event.

Who: Eisenhower students, families, neighbors and staff.

When: October 15, 2011, 9 a.m. - 12 p.m.

Where: Eisenhower MS, 8231 Blanco Rd

School staff and accompanying parents will be able to identify those students with permission to be photographed / filmed / interviewed.

Why: Ike's Big Day is a community celebration to commemorate the birthday of the school's namesake, General Dwight D. Eisenhower. This year marks what would have been his 121st birthday.

Visuals: Events and attractions include: performances by the school band, orchestra, choir, and theater arts; dunking booth; fun run/walk (1 mile and 1/2 mile); pep rally and performances by Churchill High School students; military static displays and an appearance from a Blackhawk helicopter.

###

About NEISD:

North East ISD has more than 70 schools and magnet programs with a fall 2011 enrollment of more than 67,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, the district earned Recognized status for the fourth year in a row.