



North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

FOR IMMEDIATE RELEASE

January 5, 2011

Contact:

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MEDIA ADVISORY

- What:** Lopez Middle School students will present a check for \$6,456.35 to the Leukemia and Lymphoma Society.
- Who:** Lopez SCRUBS Club students will join teachers and administrators in presenting a check to representatives from the Leukemia and Lymphoma Society. Lopez Teacher Harold Hoggard, who's son Ian is the "Honored Hero" for the Leukemia and Lymphoma Society, will also take part in the presentation.
- When:** January 7, 2011, 3:25 p.m.
- Where:** Lopez Middle School, front lobby, 23103 Hardy Oak Blvd.
Media will need to check-in with the front office upon arrival. School staff will be able to identify those students with permission to be photographed / filmed / interviewed.
- Why:** Through the Pennies for Pasta campaign held in the fall, students surpassed their goal of raising \$5,000 for the Leukemia and Lymphoma Society. Students brought in their own money and deposited it through their advisory classes. The top advisories received a catered luncheon from the Olive Garden Restaurant.
- Visuals:** A large, oversized check will be presented to the Leukemia and Lymphoma representatives.
- More:** As an additional incentive to motivate students to donate money, eight teachers, including Hoggard, agreed to shave their heads if the school reached the \$5,000 goal. On Dec. 5, 2010, those teachers honored their agreement, courtesy of Rooster's Mens Grooming Center. Two female teachers joined in the hair cutting incentive, donating their hair to the Locks of Love Foundation.

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About NEISD:

North East ISD has more than 70 schools and magnet programs with an expected fall 2010 enrollment of more than 66,000 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, 87 percent of NEISD schools are rated Exemplary or Recognized. The district earned Recognized for the third year in a row. More information about NEISD can be found at www.neisd.net.