



# North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

## **FOR IMMEDIATE RELEASE**

November 9, 2010

### **Contact:**

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## **MEDIA ADVISORY**

- What:** MacArthur High School will recognize veterans and hold a street dedication ceremony for MacArthur View.
- Who:** Junior Reserve Officer Training Corps (JROTC) cadets will participate in the morning's activities. Dr. Bobbie Turnbo, school principal, will provide opening remarks and introduce Brigadier General Arnold N. Gordon-Bray who will speak about Veterans Day and General Douglas MacArthur, the school's namesake. Representative Dan Branch and San Antonio City Councilman John G. Clamp will also provide comments at the ceremony.
- When:** November 11, 2010, 8:30 - 9:30 p.m.  
JROTC Cadets will line MacArthur View, displaying both U.S. and military flags until 9 a.m., when the ceremony begins in the courtyard.
- Where:** MacArthur High School, 2923 MacArthur View  
**Media will need to check-in with school staff upon arrival. School staff will be able to identify those students with permission to be photographed / filmed / interviewed.**
- Why:** With the support of Councilman Clamp, MacArthur staff and community members, the street name was officially changed to MacArthur View for the stretch of road running between Nacogdoches and Wetmore in front of MacArthur. The change has increased pride from students and the community, including the MacArthur Alumni who have sent letters and emails from all over the state showing their appreciation and support. Veterans Day was selected to celebrate and honor veterans as JROTC cadets line the newly named street with both U.S. and military flags.
- Visuals:** JROTC Cadets in uniform will line MacArthur View, displaying both U.S. and military flags. The school's band and choir will perform during the dedication ceremony.

**View this online at [www.neisd.net/ComRel/MediaCenter.html](http://www.neisd.net/ComRel/MediaCenter.html).**

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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](http://www.neisd.net).