



North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

FOR IMMEDIATE RELEASE

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Contact:

Heather Willden
210-407-0040
817-360-7807 (cell)

MEDIA ADVISORY

- What:** Northwood Elementary School will host its 20th annual Literary Pumpkin Contest. Students will bring decorated pumpkins that will resemble literary characters, such as “Harry Potter,” “Skippyjon Jones,” and more. The Northwood Infant program worked together to turn three pumpkins into the “Three Little Pigs.”
- Who:** School Principal June Sharrer, Reading Specialist Anne Dickson, NEISD Director of Library Services Ric Hasenyager, and community member and former teacher Betty Helmer will judge the pumpkins submitted by students and staff.
- When:** October 29, 2010, 10:30 a.m. (Judging)
- Where:** Northwood Elementary School, Library, 519 Pike Road
Media will need to check-in at the school's front office. School staff will be able to identify those students with permission to be photographed / filmed / interviewed.
- Why:** The Literary Pumpkin contest helps students promote reading to their peers. Each student decorated his/her pumpkin to help motivate someone to read the book of the character his/her pumpkin portrays. All pumpkins will be displayed with its depicted character's book.
- Visuals:** Judges will browse through about 80 pumpkins resembling literary characters. While not carved, pumpkins will be decorated with props, markers, paint, buttons, fake hair, and more.
- More:** Awards will be given to a first, second, and third place winner for each grade level (kindergarten – fifth), as well as an overall “Most Creative Use of Materials,” “Most Surprising,” “Closest to Character,” “Best Sketched Design,” and “Best Pumpkin Decorated by a Staff Member.” An additional “Best in Show” award will be selected from the six first place grade-level winners and the four student overall winners.

View this online at www.neisd.net/ComRel/MediaCenter.html.

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.