



Office of
Community Relations

North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

FOR IMMEDIATE RELEASE

August 9, 2010

Contact:

Heather Willden
210-407-0040
817-360-7807
Veronica L. Lawson
(210) 407-0040
(210) 912-6143

MEDIA ADVISORY

- What:** Radio Disney will help 100 needy North East ISD children by giving them backpacks stuffed with school supplies.
- Who:** Radio Disney and NEISD representatives, and Stone Oak community members.
- When:** August 10, 2010, 7-8:30 p.m.
- Where:** Village at Stone Oak (at the corner of TPC Parkway), 22610 Hwy 281, Suite 211.
- Why:** In conjunction with "Movies Under the Stars," a weekly free event at the Village at Stone Oak, Radio Disney will ask the community to stuff 100 backpacks to be given to needy children in North East ISD. Radio Disney will bring all of the supplies, and the Stone Oak community will provide the manpower to fill the backpacks.
- Visuals:** Community members will work together to stuff 100 backpacks that will be filled with supplies, such as scissors, colored pencils, crayons, erasers, folders, glue, markers, pencils, pens, pencil sharpeners and rulers. Children who participate will receive a VoluntEARS "Mickey" for volunteering.

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.