



Office of
Community Relations

North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

- What:** White Middle School, in partnership with the City of San Antonio Council District 2, will gear-up its community for the new school year by hosting a Back to School Fair.
- Who:** Students, families, friends and neighbors of White and District 2 are invited to the fair. District 2 Councilwoman Ivy R. Taylor will attend the fair. KB Homes, Univision Radio, Telemundo, Rackspace Hosting®, H-E-B, Costco, Kool Smiles, Pre-Paid Legal Services, Inc., San Antonio Police Department (SAPD), San Antonio Fighting Back, Centro Med, San Antonio Water System, San Antonio Express-News, Boy Scouts, San Antonio Public Library, and Assurance Wireless donated resources and/or services to the event. The Silver Stars Fox mascot will make an appearance.
- When:** Saturday, Aug. 21, 10 a.m. – 2 p.m.
MEDIA IS INVITED TO THE EVENT FROM NOON - 1 P.M.
- Where:** White Middle School, Cafeteria, 7800 Midcrown
Media will need to ask accompanying parents for permission to film / photograph / interview students.
- Why:** To reach out and better prepare all students for the new school year, White partnered with City Council District 2 to distribute free school supplies, haircuts and other resources necessary to help ensure academic success. Rackspace Hosting® donated 500 backpacks for students. Centro Med will provide free immunizations. Distribution will be on a first-come, first-served basis while supplies last.
- Visuals:** More than 1,000 students are expected to attend and receive new school supplies and haircuts. Students and families will also visit with vendors and local elected officials and candidates. The Silver Stars Fox will be on hand to greet the children.

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.