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COMMUNITY RELATIONS
600 S.E. Third Avenue, Ft. Lauderdale, FL 33301
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THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
Dr. Robert D. Parks, Chairperson • Julie S. D'Amico, Vice Chairperson
Cecilia L. Anderson • Charles L. Cooper • Paul D. Edinger, Esq.
Beverly A. Gallagher • Stephanie Arma Kraft, Esq. • Lisa Walker
Stephanie J. Wilkins • Dr. Frank Till, Superintendent of Schools

Date: May 7, 2002
Contact: Francine Renguso, Park Trails Elementary (954) 575-8940
Nadine Drew, Community Relations, (954) 765-6274
SUBJECT: **PARK TRAILS ELEMENTARY SCHOOL MARKS FIRST YEAR SUCCESS WITH DEDICATION AND RIBBON CUTTING**

**** ATTENTION PHOTO & ASSIGNMENT EDITORS ****

On Wednesday, May 8th a gathering of Park Trails Elementary School students, parents, teachers and local dignitaries will witness the dedication and ribbon cutting of one of the newest assets of the Broward County School District. "Blazing A Trail through Learning" is the theme of the formal ceremony, which gets underway at 9:00 a.m. in the school's cafeteria, 10700 Trails End in Parkland.

Program participants include School Board Member Stephanie Arma Kraft, Esq., Superintendent of Schools Dr. Frank Till, and City of Parkland Vice Mayor Robert Marks.

A ribbon cutting will highlight the new school's dedication ceremony marking a successful school year for Park Trails, which opened its doors to 770 K-5th grade students in August 2001. A reception and tours will be the finale to the dedication and ribbon cutting ceremonies.

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Transforming Education: One Student At A Time
Broward County Schools Is An Equal Opportunity/Equal Access Employer



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DATE: June 11, 2002
CONTACT: Nadine Drew, Community Relations, 765-6274
SUBJECT: **NEW POMPANO BEACH HIGH SCHOOL GROUND BREAKING SET FOR JUNE 12**

Aggressive construction continues as the Broward County School District officially breaks ground for a new Pompano Beach High School on Wednesday, June 12, 2002, at 9:00 a.m., marking the beginning of construction of a new replacement high school. The new school site is located on grounds neighboring the present 50-year old Pompano Beach High School campus at 1400 NE 6th Avenue, Pompano Beach.

The 185,000 square-foot facility will house 9-12th grade students of the Pompano Beach High School International Affairs with Informational Technology. The new school is scheduled to open in August 2003 with a capacity for 1,500 students. While retaining a refurbished classic gymnasium and intimate auditorium built 50 years ago, the new three-story facility will complement the Pompano Beach Education Center which includes the adjacent Pompano Beach Elementary School and a newly renovated District North Area Office when completed.

With an emphasis on global computer programming and applications, Pompano Beach High will provide an excellent setting for students interested in preparing to enter the international field of global networking. A welcoming atmosphere will permeate the campus, and the school will be a center point of community interaction and involvement.

Joining the School Board to sponsor the groundbreaking celebration are Architect Zyscovich, Inc. and General Contractor G.T. McDonald Enterprises, Inc. Ceremony participants include Dr. Frank Till, Superintendent of Schools and Dr Robert D. Parks, Chairperson of the School Board (District 7). Pompano Beach Mayor Bill Griffin will also represent The City of Pompano Beach.

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One of the most important facets of the program is to create opportunities for those who did not attend the ceremony to know that the new facility is open. After all the planning for your event, the community should know about it. You will want to invite the local news media to the event. A media contact list and publicity assistance are available through the Community Relations Department.

If your event is really unusual (e.g. you are having a special guest as the speaker or a well-known artist is appearing), you may also get television coverage. Media coverage can never be guaranteed. However, a fact sheet or press release should be sent to the local media seven to ten days in advance. Don't forget your community newspaper. Send a reminder to the media the day before, as well. Even if the media is unable to cover the event, a follow-up story may be done after the festivities.