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Media Advisory
For Immediate Release
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NEWS and INFORMATION

Scottsdale Unified Schools Prepare for New School Year *START SMART Walk on Friday, August 10th*

WHAT: Valley mayors (Phoenix Mayor Gordon [awaiting final confirmation], Scottsdale Mayor Manross and Paradise Valley Mayor Winkler) will join teachers, administrators, staff and Governing Board Members from Scottsdale Unified School District (SUSD) to distribute door hangers to remind everyone that school starts on Monday, August 13th. SUSD employees will all be wearing matching white T-shirts to help spread this important message.

SUSD Superintendent Dr. John M. Baracy created the START SMART campaign and brought the program to Scottsdale. School absences not only put children at a disadvantage in the classroom, they can also reduce state funding by approximately \$50 for every day a child does not come to school to begin the year.

NOTE: At 5:30 a.m. Friday, Superintendent Dr. Baracy, the PIO, a principal, an assistant principal and some teachers will be available for morning show interviews at Coronado High School, 2501 N. 74th Street (SE of Scottsdale Rd./Thomas Rd.).

WHO: SUSD teachers, administrators, staff and community leaders including Phoenix Mayor Gordon, Scottsdale Mayor Manross and Paradise Valley Mayor Winkler.

WHEN: Friday, August 10, 2007; 5:30 a.m. pre-walk interviews; 7 a.m. pre-walk photo op with VIPs; 7:15 a.m. everyone moves to various walk sites.

WHERE: We will gather for the walk at 7 a.m. at SUSD Ed Center, 3811 N. 44th Street, Phoenix (44th Street south of Indian School). At 7:15 a.m. everyone will move to various school sites for the walk. VIP walk sites include:

- Mayor Gordon and Superintendent Baracy will go to Arcadia HS, 4703 E. Indian School Road (east of Indian School/44th Street)
- Mayor Manross and Scottsdale City Gov't. Officials will go to Saguaro HS, 6250 N. 82nd Street (NE of Hayden Rd./McDonald Dr.)
- Mayor Winkler and Town of PV Officials will go to Cherokee ES, 8801 N. 56th St. (SE of Tatum Blvd./Doubletree Ranch Rd.); then they will go to Kiva ES, 6911 E. McDonald Drive (Scottsdale Rd./McDonald Dr.)

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Other VIPs include:

- Phoenix Councilman Greg Stanton at Ingleside Middle School, 5402 E. Osborn Rd. (SW of Indian School/56th St.)
- Dial CEO Brad Casper at Chaparral HS, 6935 E. Gold Dust Ave. (SW of Shea Blvd./Scottsdale Rd.)
- SUSD Governing Board President Karen Beckvar at Coronado HS, 2501 N. 74th Street (SE of Scottsdale Rd./Thomas Rd)
- SUSD Governing Board Clerk Dr. Eric Meyer at Tonalea ES, 6801 E. Oak St. (SW of Thomas/Scottsdale Rd.)
- SUSD Governing Board member Jennifer Petersen will be at Desert Mtn. HS (Via Linda/124th St.) and member Dieter Schaefer will be at Copper Ridge, 10101 E. Thompson Peak Pkwy. (Thompson Peak Pkwy north of Bell Rd.)
- Scottsdale Charros members will walk with various schools throughout SUSD

ADDITIONAL

INFO:

School starts earlier than usual this year, and it is important that students be there the first day. Since START SMART has been implemented, attendance within SUSD schools on the first day of school has continued to improve. More students in school also equates to more funding which results in smaller class sizes and additional specialized programs.

CONTACT: For more information, please contact Marijke J. Van Fleet at (480) 484-6111 or mvanfleet@susd.org

Scottsdale Unified School District is one of Arizona's most Excelling school districts, with 21 schools earning the state's highest rating—Excelling—for the fourth year in a row. All Scottsdale schools are rated as Excelling, Highly Performing, Performing Plus or Performing by the Arizona Department of Education. For more information about Scottsdale Unified schools, please visit www.susd.org.

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