[Insert logo]

**For Immediate Release**

**Contact:** Name

Tel#, Email Address

(Insert district name) **Shines a Spotlight on School Leaders During National Principals Month**

***[Location]—***Today, [insert district name], in partnership with the [American Federation of School Administrators](https://www.theschoolleader.org/), the [National Association of Elementary School Principals](https://www.naesp.org/) (NAESP), and the [National Association of Secondary School Principals](http://nassp.org) (NASSP), honors the extraordinary contribution of school leaders and marks October as [National Principals Month](https://www.principalsmonth.org/):

[Insert quote by district leader.]

[Insert ~5 sentences highlighting the local impact of school leaders. Emphasize how their work has benefited your community, and include any partnerships or initiatives that have a direct impact on local issues or how you plan to celebrate them. Consider including any unique ways you plan to celebrate school leaders.]

“It’s our honor to celebrate school leaders for their unwavering efforts to foster the well-being and growth of the students and staff under their care,” said NASSP CEO Ronn Nozoe. “During the most challenging time in education, each of our school leaders has transformed what is possible for our students and those who teach them. I hope we all take time this October to #ThankAPrincipal for leading, innovating and advocating on behalf of their students and staff.”

“We salute our school leaders and the work they do–in good times and challenging times,” said NAESP Executive Director L. Earl Franks, Ed.D., CAE. “As NAESP continues to advocate for principals and their students, faculty, and schools, we understand the importance of celebrating those in the profession. Educators who serve in the principal role are uniquely positioned to have lasting positive impacts on their students and communities. As their role shifts to meet new demands, they need to know that we’re here to support the–during National Principals Month and year-round.”

[Insert quote by AFSA.]

Celebrated every October, National Principals Month is an opportunity for district leaders, elected officials, parents, students, teachers, staff, school leaders and communities to celebrate and honor our incredible principals' visionary leadership and tireless pursuit of success for each student.. Additional information about National Principals Month can be found at [principalsmonth.org](https://www.principalsmonth.org/).

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