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**For Immediate Release**

**Contact:** Name

Tel#, Email Address

(Insert district name) **Honors School Leaders During National Principals Month**

**[Location]**—Today, [insert district name], the [National Association of Secondary School Principals](#) (NASSP) and the [National Association of Elementary School Principals](#) (NAESP) released the following statement to celebrate October as National Principals Month:

[Insert quote by district leader.]

[Insert ~5 sentence description of the accomplishments of your school leaders or how you plan to celebrate them.]

“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 have 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.”

“The responsibilities of school leaders have expanded significantly in recent years well beyond the traditional role. The importance of school leadership has grown considerably, too. [Our Leaders We Need Now](#) report identified all of the new demands being made of school principals, the changing needs of their students and staff and how these leaders can meet all of these ever evolving challenges,” said NAESP Executive Director Dr. L. Earl Franks, CAE. “During the month of October, we look forward to recognizing the great work of principals and to celebrating and appreciating them for all that they do as leaders every day.”

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 for their visionary leadership and tireless pursuit of success for each student. National Principals Month is a collaboration between the National Association of Secondary School Principals (NASSP), the National Association of Elementary School Principals (NAESP), and American Federation of School Administrators (AFSA). Additional information about National Principals Month can be found at [principalsmonth.org](http://principalsmonth.org).

In August, the [NASSP Survey of America's School Leaders and High School Students](#) revealed the extent of the safety crisis facing school leaders and their buildings. Findings include:

- One out of two school leaders claim their stress level is so high they are considering a career change or retirement.
- Three-quarters of school leaders (73%) report they needed help with their mental or emotional health last year.
- The majority of school leaders (70%) report they have personally been threatened or attacked, physically or verbally during the past year.
- School leaders say better work-life balance would be most likely to keep them in the profession (28%); followed by a higher salary (21%), more societal respect for the profession (15%) and more teachers and staff (12%).

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