

Press Release

For: IMMEDIATE RELEASE

Date: January 26, 2018

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Five Blue Ribbon Awards for Asheboro City Schools

ASHEBORO – Asheboro City Schools was recognized among school districts statewide for effective school communication by the North Carolina School Public Relations Association (NCSPRA). Asheboro City Schools received five Blue Ribbon Awards in the categories of digital media engagement, excellence in writing, and print/electronic publication. The awards were presented Friday, January 26 at a brunch at the O. Henry Hotel in Greensboro.

“We are extremely honored to be recognized by the North Carolina School Public Relations Association,” said Dr. Terry Worrell, Superintendent for Asheboro City Schools. “Our team is constantly looking for ways to better connect with our families and the community. These awards acknowledge our efforts and give credence to the work to which we are committed,” she added.

Over 300 entries were submitted for the 2017 Blue Ribbon Awards – the highest number in three years. All entries were judged by the Georgia School Public Relations Association Board of Directors on appropriateness of message, graphic layout/design, overall appearance, and writing/content and effectiveness in reaching goals. Electronic media entries are judged on professional quality and presentation of the message. Asheboro City Schools won four Gold Awards and one Silver Award for the following:

Gold Awards

Digital Media Engagement – *Adam Reeder Inspires All at ACS 2016 Convocation*

Excellence in Writing – *Planning is the Key to Success*

Print/Electronic Publication – *2015-16 Annual Report to the Community*

Print/Electronic Publication - *2016-21 Strategic Plan*

Silver Award

Excellence in Writing - *Learning a New Language Sets the Stage for Student Success*

About Asheboro City Schools

Asheboro City Schools is a medium-sized school district in North Carolina, serving approximately 5,000 students at eight schools and one five-star Early Childhood Development Center. The district’s mission is to graduate responsible citizens who are prepared to succeed in higher education or the career of their choice. For more information, visit the district’s website at <http://www.asheboro.k12.nc.us/>.

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