***Prepare this release on district letterhead and submit it to local media. Post this and TASB artwork on your website with photos of the board.***

**SAMPLE NEWS RELEASE**

District contact: (name, title, phone number, email address)  
For release: January 2024

**Trustees honored during School Board Recognition Month**

(*City, Texas*) — January is School Board Recognition Month and (*district name)* is celebrating its trustees for their dedication and commitment to the district and its students.

The theme of this year’s School Board Recognition Month is Locally Elected, Community Connected, which highlights the connection between school trustees and their communities. School board members are the largest group of locally-elected officials in the state.

“Our board members are vital. Their dedication, vision, and commitment shape the future of our schools and students,” (*Superintendent*) said. *(Feel free to personalize with a different quote from your district’s superintendent)*

*(Insert details of recognition efforts/events)*

Dan Troxell, executive director of the Texas Association of School Boards, applauded the efforts of volunteer trustees in providing leadership and good governance so that school districts can focus on educating the 5.4 million public schoolchildren in their care.

“Texas school boards are so important because they bring a deep understanding of the needs and aspirations of their local communities to their role,” Troxell said. “Boards lead their districts by providing oversight, setting goals, overseeing the budget, and selecting and evaluating the superintendent. These volunteers serve for the betterment of their communities.”

*(Summarize major district achievements and honors accomplished recently under the board’s leadership.)*

Board members serving *(district name)* are: *(List name, years on board, occupation, and personal quote from each trustee on why he or she serves.)*

Learn more about school board service at tasb.org.

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