



Muskegon Heights Public

Schools

NEWS RELEASE

Muskegon Heights, Michigan USA

FOR IMMEDIATE RELEASE

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Campaign Highlights New Math/Science School

Superintendent Dana Bryant knows that families are going to love the new Muskegon Heights Public Schools “Math and Science Academy” so he is pulling out all the stops to make sure they hear about it.

The district is in the midst of a marketing campaign to inform families about the enrollment window for the new school, which opens in the fall. The new Math & Science Academy will initially enroll fourth through sixth grade students but will gradually expand into a full K-6 program. Area colleges and businesses will be involved in the new school, offering guidance, mentoring and learning opportunities beyond the classroom.

“Families should take advantage of the chance to enroll their children in this outstanding program so we are doing everything possible to make sure they don’t miss out,” says Bryant.

The district has sent information on the Math & Science Academy to current families as well as families who have left the district. Billboards about the new school are in place throughout the city. Muskegon Community College is running messages on Educational Cable Channel 9 and a local radio campaign about the new school begins airing this week.

In addition, the superintendent says that student volunteers will be going door-to-door throughout the community, sharing literature about the Math & Science Academy and a “Ten Great Reasons” flyer, which reminds families of positive changes taking place in the Muskegon Heights Public Schools.

“Our district is really changing for the better and the Math & Science Academy is a great example of our renewed focus on academic achievement,” says Bryant. “People should know that our schools are a great choice for a great education.”

The Math & Science Academy will be housed in available space at Martin Luther King, Jr. Elementary School, 600 E. Barney, in Muskegon Heights.

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