



Release of Information: June 1, 2012

TO: Media – FOR IMMEDIATE RELEASE

2012 Platinum Partners

FROM: Wayne County Area Chamber of Commerce

RE: School Is Cool Wayne County Indiana



Doing great things together

"Whether it is at school or at work, attendance is vital for success. This program helps kids understand the importance of showing up every day." Garry Kleer, President/ CEO First Bank Richmond

"We believe that it is important to motivate children to have perfect attendance during their school years to encourage a strong work ethic as an adult in the workforce." Lynn Wetzel, Wetzel Family Auto Cruise

Project objectives:

- Promote the idea that school is cool
- Recognize and celebrate students who achieve perfect attendance
- Encourage all students to aspire to achieve perfect attendance and graduate from high school
- Promote the importance of education to all students, parents, and the community at large
- Highlight the important connection between showing up ready to learn for school every day as a young person and showing up ready to work every day as an adult

This initiative is based on the belief there is a direct relationship between the educational achievement of our children and the quality of life in our community.

Eighty-seven seniors from around Wayne County, Indiana qualified to be in the Wayne County Area Chamber of Commerce School is Cool drawing for a new car (selecting from 2012 models including Honda Fit, Hyundai Accent, Ford Fiesta or a Chevy Cruze) or a scholarship of equal value estimated at about \$18,000.00 from Wetzel Family Auto Cruise.

The Chamber School is Cool program is in its fourth year with premier sponsor, First Bank Richmond. First Bank was joined in a big way by Wetzel Family Auto Cruise in 2010. Graduating seniors from Centerville, Hagerstown, Lincoln, Northeastern and Richmond High Schools were included in the incentive this year. Graduating seniors with perfect attendance throughout the school year and a minimum 2.0 GPA and on track to graduate with a diploma are included in the drawing.

The year-end celebration event for qualifying seniors and their families was held Wednesday May 30, 2012 at 7:30 p.m. at Wetzel Hyundai (4700 National Road East, Richmond, IN 47374). Students signed-in and drew numbers 1-87 and whichever student had the number matching the number in the briefcase will won an amazing reward for being in school every day. A new car or equal value in scholarship dollars!

Attendance numbers have improved dramatically as a result of this program.

	K-12 totals	Seniors
2009	500	Not recorded
2010	586	42
2011	650	67
2012	815	87

The business community has responded to the improved numbers the students are posting for attendance. New sponsors jumped in for the 2011-2012 school year and at the year-end celebration all 87 seniors received something with cash & prizes totaling almost \$9,000.00 in addition to the car/scholarship. Students won popular items from Dell lap top computers to Kindle Fire's and gift certificates.

In 2009 the Chamber kicked off the School is Cool initiative joining area schools in recognizing students (K-12) who achieved perfect attendance. Students receive a School is Cool shirt in addition to other awards already in place by the schools. This year an Art Contest was an added including three levels of competition; Elementary, Middle High and Senior High age groups. Design winners took home \$50.00 each and winning design honors. The Richmond Art Museum was an instrumental part of making this part of the program successful!

Sponsors:

First Bank Richmond, Wetzel Family Auto Cruise, Summit Computers, Richmond Power & Light, Richmond River Rats, Ahaus Tool & Engineering, Hoosier Park & Racing Casino, Frontier Communications, Wayne County Convention & Visitors Bureau, Gary Saunders & others in Community who attended Sponsor Events and donated anonymously!

2012 Gold Partners



2012 Silver Partners

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