

# Uncommon Schools

EXCELLENCE NORTH ★ STAR COLLEGIATE TRUE NORTH PREPARATORY

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## PRESS RELEASE

### **Uncommon Schools Boosts Teacher Recruitment Efforts with New Campaign**

February 2, 2009. *New York, New York.* Uncommon Schools (Uncommon), one of the leading nonprofit charter management organizations in the country, today unveiled its first advertising campaign, “Rules.” The ad campaign is centered on teacher recruitment and underscores elements of the approach that makes Uncommon successful in closing the achievement gap. Linked by the tagline “Rewriting the Rules,” each ad in the campaign features an Uncommon “rule” such as “Every student will graduate from college,” and “Do whatever it takes.” This year, Uncommon is looking to hire over 200 teachers, leaders, and other staff members for 16 schools in New York City, upstate New York, and Newark, New Jersey.

Creative services agency Re:Vision worked with Uncommon Schools on a pro bono basis from start to finish to create the campaign. All images of the students and teachers used in the campaign were shot in Uncommon schools by renowned photojournalist Douglas Menuez. The campaign, which will run from the first week of February until early March, consists of subway and bus shelter ads, as well as a digital campaign on Facebook.

“We are very grateful for the work Re:Vision has done to create this exciting campaign and are thrilled with the result,” said Evan Rudall, CEO of Uncommon Schools. “This will significantly broaden the reach of our teacher recruitment efforts. It truly captures the remarkable spirit of Uncommon Schools and highlights the importance of preparing low-income students for success in college and beyond.”

Alan Blum, Chairman of Re:Vision, added, “Our campaign aims to capture the remarkable level of student engagement unique to Uncommon Schools. At this moment in time, it feels like one of the most critical advertising stories there is to tell, considering its potential impact on urban education.”

#### **About Uncommon Schools**

Uncommon Schools is a nonprofit organization that starts and manages outstanding urban charter public schools that close the achievement gap and prepare low-income students to graduate from college. Based in New York City, the organization has created a home office from which it provides management services that allow school leaders to focus on instructional leadership. Uncommon currently manages eleven schools in New York City, upstate New York, and Newark, New Jersey and has two associate member schools in Boston, Massachusetts. Within five years, the organization will grow to include nearly 30 schools serving 8,000 K to 12<sup>th</sup> grade students. For more information, please visit <http://www.uncommonschoools.org>.

#### **About Re:Vision**

Re:Vision is a NYC-based creative services company specializing in advertising, direct response, and online and experiential brand communications. Since 1993, Re:Vision has represented the marketing

interests of Fortune 500 companies, media & entertainment properties, nonprofit organizations, and other corporations, establishing value through strategic insights and innovative marketing solutions. For more information, please visit: [www.revisionnyc.com](http://www.revisionnyc.com).

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If you would like additional information on this topic, or to schedule an interview with Uncommon Schools CEO Evan Rudall, please contact Julie Shah at 347-287-7812 or by email at [jshah@uncommonschoools.org](mailto:jshah@uncommonschoools.org).