



FOR IMMEDIATE RELEASE

CONTACT:

Stephen Goodman
(800) 766-1156
media@pdkintl.org

PDK International to Help Launch ‘Here for the Kids’ Campaign on October 4

ARLINGTON, VIRGINIA (October 3, 2022) – PDK International is joining forces with the Learning First Alliance and partners across the country to support a critical effort to support public education and ensure a bright future for children.

The [Here for the Kids](#) campaign brings together families, educators, and community members to support their local public schools and tell the stories of the amazingly positive things happening in classrooms and school buildings nationwide.

The Learning First Alliance will officially launch the campaign on Tuesday, October 4, 2022, at the National Press Club in Washington, D.C., from 9:30 to 11 AM ET. We invite you to watch the live stream on [Twitter](#) or [Facebook](#).

“I am here for the kids, because PDK International and Educators Rising believes that every student deserves an education workforce that reflects the community it serves and provides them with the learning opportunities needed for success in their future careers,” said **Albert C. Chen, M.E., Acting Chief Executive Officer for PDK International**.

The past three years have placed a spotlight on America’s educators, who have shown us how truly committed they are to helping children thrive despite unprecedented challenges. In every community across America, educators are partnering with parents and families to ensure all children can achieve their full potential.

Here for the Kids is a collaboration of the Learning First Alliance and its 13 partner organizations – AASA: The School Superintendents Association, American Association of Colleges for Teacher Education, American Federation of Teachers, American School Counselor Association, Consortium for School Networking, Learning Forward, National PTA, National Association of Elementary School Principals, National Association of Secondary School Principals, National Education Association, National School Boards Association, National School Public Relations Association, and PDK International.

For more information on the Here for the Kids campaign, visit www.learningfirst.org/hereforthekids.

About PDK International

Established in 1906, PDK International supports P-20 educators, researchers, and policy makers by strengthening their commitment to the profession throughout the entire arc of their careers. We are

committed to elevating the profession through the intersection of research and practice. Through our core values of social justice, engagement, excellence, and results, we encourage educators and stakeholders to elevate the discourse and change the narrative around teaching and learning to ensure that every student has a high-quality equitable education.

About the Learning First Alliance

The Learning First Alliance is a partnership of leading education organizations with more than 10 million members dedicated to improving student learning in America's public schools. Alliance members include: American Association of Colleges for Teacher Education; AASA, The School Superintendents Association; American Federation of Teachers; American School Counselor Association; Consortium for School Networking; Learning Forward; National Association of Elementary School Principals; National Association of Secondary School Principals; National Education Association; National PTA; National School Boards Association; National School Public Relations Association; and PDK International. Learn more about LFA at <http://www.learningfirst.org/>.

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