



# News Release

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**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**  
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Nora Rupert • Robert W. Runcie, Superintendent of Schools

**DATE:** August 19, 2014  
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## BCPS Launches 2014/15 Attendance Campaign "Attendance Counts! All Day, Every Day!"



Broward County Public Schools is launching its 2014/15 Attendance Campaign, with the slogan "Attendance Counts! All Day, Every Day!"

As part of the kick-off to this year's campaign, the School Board of Broward County, Florida, adopted a resolution, recognizing September as Attendance Awareness Month at its meeting today, August 19, 2014. The resolution highlights the importance of students attending school every day and the positive impact it has on student achievement and other academic factors.



In addition, as part of a special presentation during the School Board meeting, Judge Ari Porth, 17th Judicial Circuit, led Superintendent Robert W. Runcie in taking an attendance pledge. The Superintendent then administered the pledge – via a videoconference – to students at several District schools. Each of the students taking part received an "I Pledged" sticker to confirm his or her commitment to being in school every day.

Today's Attendance Campaign events concluded with the unveiling of a new public service announcement (PSA) produced by Mentoring Tomorrow's Leaders students that will be used throughout the school year to promote and remind students about the importance of regular school attendance.

To watch the PSA, visit [browardschools.com/Parents-Students/Students](http://browardschools.com/Parents-Students/Students). View today's Attendance Campaign presentation by clicking on the following link: <http://bit.ly/1uTi0gz>.

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### ABOUT BROWARD COUNTY PUBLIC SCHOOLS

Broward County Public Schools (BCPS) is the sixth largest public school system in the United States and the second largest in the state of Florida. BCPS is internationally recognized as one of the world's largest fully accredited K-12 and adult school systems, a distinction held since 2006. BCPS has over 260,000 students and approximately 175,000 adult students in 229 schools and education centers and 94 charter schools. BCPS serves a diverse student population. Students are from 204 different countries and speak 130 different languages. For more information about BCPS, visit ([browardschools.com](http://browardschools.com)), follow us on Twitter ([@Browardschools](https://twitter.com/Browardschools)) and like us on Facebook @ ([facebook.com/browardschools](https://facebook.com/browardschools))

