

Contact:  
Gloria Park, WNET.ORG  
212.560.2063 or parkg@wnet.org

**WNET.ORG PARTNERS WITH THE BROOKLYN NAACP  
AT 4<sup>th</sup> ANNUAL BACK-TO-SCHOOL/STAY-IN-SCHOOL  
Event**

Rally and Press Conference  
Thursday, August 20, 2009  
At 11:00 am  
209 Joralemon Street  
Borough Hall, Brooklyn

August 17, 2009 – New York, NY – **Jon Rubin**, director, state and local education services at [WNET.ORG](http://WNET.ORG), will help kick-off the National Association for the Advancement of Colored People's (NAACP) annual Back-to-School/Stay-in-School event, which targets at-risk students, some of whom live in shelters and are from homes with incomes below the poverty level. The Back-to-School/Stay-in-School Program provides critical supports, such as mentoring and fostering greater parental involvement, which are designed keep students in school, motivate and place them on a path of academic excellence.

Joining Rubin, Brooklyn Borough President Marty Markowitz and Chancellor Joel I. Klein will help the Brooklyn NAACP distribute 2,000 backpacks filled with essential back-to-school supplies, including [Cyberchase](#) activity books, pencils and bookmarks, to students at the rally and in programs that serve disadvantaged children.

Also on hand to help celebrate start of the school year will be [THIRTEEN](#)'s beloved **Digit**, from the PBS KIDS GO! Emmy Award-winning adventure series **Cyberchase**.

This is the first year WNET.ORG is partnering with the Brooklyn NAACP's Back-to-School/Stay-in-School Program. "Our commitment to education and children is built on the foundation that all children should have access to quality education, and we're pleased to be able to provide dynamic media resources to support this goal," said Jon Rubin, director, state and local education services at WNET.ORG. "The first day of school is an exciting day for everyone and we are especially proud to join forces with the NAACP at this year's Back-to-School/Stay-in-School event to help Brooklyn children begin their first day off right."

Karen Boykin-Towns, president of the NAACP's Brooklyn Branch explained the Brooklyn NAACP's commitment to fostering educational excellence, "Despite the tough economy, we are pleased to deliver on our commitment of providing 2,000 free backpacks to our neediest students," she said. "We are grateful for the invaluable support of our partners and sponsors." Explaining that education is the single best investment to advance poor children and families, Boykin-Towns said the Back-to-School/Stay-in-School Program is one of several initiatives of the Brooklyn Branch's Education Committee, which is chaired by veteran educator Coran James.

Sponsors of the event include Brooklyn Public Library, Con Edison, Council of School Supervisors & Administrators, DELBAC Inc., Everlast, Forest City Ratner, G&B Foundation, Independence Community Foundation, Neighborhood Improvement Association, Polytechnic Institute of NYU - Center for Youth In Engineering & Science, Pratt Institute – America Reads, Rent-A-Center, Society of Hispanic Professional Engineers, Society of Women Engineers, National Society of Black Engineers and Verizon.

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