



PRESS RELEASE

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For Immediate Release
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Willow Grove Elementary Welcomes Character Counts! Founder *Student videos, campus tile project highlight six pillars of character*

On Thursday, September 1, 2011, from 10:00 a.m. to 10:30 a.m., Willow Grove Elementary School students and staff will proudly spotlight their Character Count! Projects for a very special guest.

Michael Josephson, founder and president of Josephson Institute and its nationwide Character Counts! Project, will visit Willow Grove where he will be given a tour of the campus Character Counts! Tile Project, watch student generated character videos, and learn about the monthly recognition program. The Character Counts! Program promotes six pillars of character: Trustworthiness, Respect, Responsibility, Fairness, Caring, and Citizenship.

Willow Grove Elementary School Principal Kimberlie Rens said, "We are so excited to spotlight our outstanding Willow Grove (Grizzly) character! We work really hard at Willow Grove to ensure our school is a safe and positive place to learn."

Poway Unified School District strives for learning environments that are welcoming, caring, and where students feel safe. Programs such as Character Counts! help students develop positive behaviors and stress the importance of good character.

For more information about the September 1st press opportunity, please call Sharon Raffer, Director of Communications at 858-521-2707.

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