

Be There Launches Multiply

After a pilot program in 2006-2007 in Volusia County, Florida, a large number of new school districts and organizations in the state and around the country are launching the **Be There** campaign this school year. Many school districts are finding **Be There** an easy fit into their parent involvement goals.

Hundreds of thousands of families will be exposed to the campaign this year alone. They'll see messages in ads, on printed materials, posters and television commercials. They'll hear superintendents, principals and school board members explain the virtues of being there for their children. And, they'll see changes in their children who feel loved and supported. We are confident that connecting with children will become the new norm in this country as the **Be There** message spreads and more and more adults change their behavior to **Be There** for kids.