



# Press Advisory

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**For Immediate Release**

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## **“15 Days of Caring” off and running**

As the first bells rang Monday, campuses across the district began a three week initiative aimed at making school, the community and the world a better place. “15 Days of Caring” is a districtwide project during which students will be encouraged through various classroom activities to perform acts of kindness. Our hope is that the organized effort will lead to new habits among our students – and that those positive behaviors will influence people in the community to do the same.

The “15 Days of Caring” initiative was spawned by Longview ISD’s successful anti-bullying curriculum, which is unique to East Texas schools. It is also a learning service project for all Texas International Baccalaureate schools.

Because this initiative runs through March 4, there are several opportunities to cover it. We can also provide in-depth information on our anti-bullying program.

For more information, or to arrange local coverage, contact my office. For statewide information, e-mail [tibs.karen@gmail.com](mailto:tibs.karen@gmail.com). We are also in the process of completing a website to make information readily available to everyone. We’re hopeful it will be live within the next day, or so at [15daysofcaring.net](http://15daysofcaring.net).