



Portland Schools Foundation

FOR IMMEDIATE RELEASE  
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**Portland Schools Foundation's 11<sup>th</sup> Annual Principal for Almost a Day Event Matches Over 100 Community Leaders with Principals in Five Public School Districts**

***Presented by Comcast, Participants Experience Daily Rewards, Challenges and Demands of Public School Principals and Superintendents***

Portland, Ore. (October 19, 2010) – Tomorrow, October 20<sup>th</sup>, over 100 leaders representing the public, private and nonprofit sectors will travel throughout Portland and Multnomah County to shadow a public school principal in one of five school districts (Centennial, David Douglas, Parkrose, Portland Public and Reynolds). Celebrating its 11<sup>th</sup> anniversary, the Portland Schools Foundation's annual Principal for Almost a Day event presented by Comcast, or "PFAD," focuses on creating public-private partnerships to help raise awareness and resources in support of local schools.

"I return every year to shadow a school leader because each experience offers a unique perspective on the changing needs of our community, especially when it comes to supporting our kids and schools," said Comcast Vice President of Communications, Theresa Davis, who will spend PFAD at the David Douglas School District with Superintendent Don Grotting. "Comcast takes great pride in the local investments it has made in supporting public education throughout the region. Spending a half day with principals, educators and students is a perfect opportunity to discover new ways for Comcast to give back and remain a responsible corporate citizen.

From the "morning bell" until lunchtime recess, PFAD participants are welcomed as honorary principals spending time gaining a first-hand experience by interacting with students, faculty, teachers and parents. PFAD is just one of the ways the Portland Schools Foundation works to engage the entire community in better understanding the realities facing our kids today as we work to improve outcomes for all children and youth in Portland and Multnomah County.

Lincoln High School Principal Peyton Chapman said of PFAD at a recent meeting of PPS principals, "PFAD is an incredible opportunity to host community partners and to 'myth bust' the commonly held beliefs that there are no opportunities for academic excellence at our high poverty schools, and that our low poverty schools like Lincoln 'have it all.' PFADers get to see that ALL adolescents are at risk regardless of their school community. Bringing partners into our schools also lets the partners see our hard work and what we need to truly support kids and close the achievement gap."

In addition to the 100 school principals participating this year, the Portland Schools Foundation has matched a number of community leaders with four school district superintendents. Participants and principals will wrap up their time together at 11:30 and head to the Rose Garden Arena for a lunch

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and debrief on the experiences of the morning.

Since 2008, Comcast has supported PFAD as its presenting sponsor, the Portland Business Journal provides media sponsorship of PFAD and the Portland Trail Blazers sponsors the lunch and debrief.

Following is a sample of some of the matches. If you are interested in covering one of these visits, please contact Jeanie-Marie Price at 503-234-5404 or 971-207-9269.

**Jefferson High School (PPS): Chris Dudley, Filigree Advisors/ Portland Trail Blazer Ambassador**

**Grant High School (PPS): Jeff Cogen, Multnomah County Chair**

**Parkrose Middle School: Eileen Brady, Candidate for City of Portland Mayor**

**Roosevelt High School (PPS): Malia Wasson, Oregon President, U.S. Bank**

**Lane Middle School (PPS): Don Pearson, Oregon Regional President, Wells Fargo Bank**

**George Middle School (PPS): Bobbie Regan, PPS School Board**

**James John Elementary School (PPS): Bill & Julie Young, Community Leaders**

The Portland Schools Foundation is an independent, community-based organization that mobilizes the public, private and political will and resources needed to guarantee a world-class public education for all Portland children. To learn more visit [www.thinkschools.org](http://www.thinkschools.org).

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