



**Communications Department**

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FOR IMMEDIATE RELEASE

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## PRESS RELEASE

### **TR Communication Program Leads California in 2015 National Recognition**

McClellan, CA— Twin Rivers was the only school district in California to win not just one, but two Golden Achievement Awards from the National School Public Relations Association (NSPRA), in recognition of exemplary public relations programs.

- *Feel the Difference* was a 2014 strategic community outreach plan designed to clearly explain the intricacies of a major HVAC project, and more importantly, rebuild trust and improve public perception of the district.
- *Tuberculosis: Myth vs. Reality* was a 2014 strategic communications program aimed at putting students, staff and families at ease and provide a greater understanding of TB and its impact on the community.

Judges for the NSPRA award program carefully scrutinize four steps of the contest entries in the Golden Achievement category including analysis of need, planning, execution/communication, and formal evaluation.

Additionally, the Twin Rivers Communications Department won four awards in the NSPRA 2015 Publications and Electronic Media Contest:

- *Honorable Mention, "Veteran's Day 2014" (In-house Video)*
- *Honorable Mention, "We Believe" (In-house Video)*
- *Honorable Mention, "News, Notes & Votes" (Electronic Newsletter)*
- *Award of Merit, "We are TR! Unsung Heroes (In-house Video)*

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*Twin Rivers Unified School District serves approximately 28,000 preschool through adult education students in northern Sacramento County.*

[www.twinriversusd.org](http://www.twinriversusd.org)