



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

#### **AlertNow Sponsors 2010 AASA/NSPRA Leadership Through Communication Award**

**RALEIGH, NC / August 31, 2009** – AlertNow, a Raleigh-based rapid notification company serving the education market, has joined with the American Association of School Administrators (AASA) and the National School Public Relations Association (NSPRA) to sponsor the *2010 Leadership Through Communication Award*.

The *2010 Leadership through Communication Award* recognizes outstanding school superintendents and their communications professionals for demonstrated commitment to enhancing communication between their school systems and the families and communities they serve. The award honors those who recognize the leading role of effective communication and incorporate strategic communication into their goals and objectives as well as daily operations.

One school district will be selected for this honor. This district will receive an award of \$10,000, provided by AlertNow, to be used for student scholarships or communication activities that benefit students and schools. The district will also be honored at the 2010 AASA National Conference on Education in Phoenix, AZ, and the 2010 NSPRA National Seminar in Charlotte, NC.

“AlertNow has long recognized the importance of effective communication between school districts and their families,” said Jason Bedford, Vice President of Business Operations for AlertNow. “Our company supports those efforts every day through the services we provide, and we are extremely proud to support the *2010 Leadership Through Communication Award*.”

“Communication is a critical component of leadership,” said AASA Executive Director Dan Domenech. “AASA is pleased to partner with NSPRA and AlertNow to honor districts that develop strategic communication programs that benefit the entire school community.”

“The application procedure and materials for the *2010 Leadership through Communication Award* are now available on our website,” said NSPRA Executive Director Rich Bagin. “This year, applications and supporting materials can be sent electronically to us for the first time, with a deadline of September 24, 2009. We are delighted to join with AASA and AlertNow in honoring the efforts of school districts which recognize the importance of effective communications.”

The American Association of School Administrators, founded in 1865, is the professional organization for more than 13,000 educational leaders in the United States and throughout the world. The mission of AASA is to support and develop effective school system leaders who are dedicated to the highest quality public education for all children. For more information, visit [www.aasa.org](http://www.aasa.org).

Since 1935, NSPRA has been providing school communication training and services to school leaders throughout the United States, Canada, and the U.S. Dept. of Defense Dependents Schools worldwide. NSPRA's mission is to advance education through responsible communication. To learn more, visit [www.nspr.org](http://www.nspr.org).

AlertNow is an industry-leading rapid communications service, delivering exceptional 24/7/365 customer support with cutting-edge tools. With AlertNow, schools are able to deliver voice, e-mail or text messages, in multiple languages, at a rate of more than two million per hour to telephones, mobile phones, PDAs or any Internet-enabled device. AlertNow delivers millions of messages every month on behalf of more than 25,000 school administrators in all 50 states. For additional information, visit [www.alertnow.com](http://www.alertnow.com).