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FOR IMMEDIATE RELEASE

Call for Business Leaders to Join CEOs in Schools

Registration is now open for Tampa Bay CEOs and senior executives to spend a day at a Hillsborough County public elementary school and share their experience with students and school leaders.

TAMPA, Fla. – (September 8, 2021) – CEOs in Schools invites Tampa Bay area executives to spend a day away from the office and step into the classroom. On Friday, November 5, 2021, these role models will roll up their sleeves, working side by side with principals, teachers, and staff in applying successful business practices that enable these local schools to thrive.

Hillsborough Education Foundation, in partnership with Vistra Communications (Vistra) and Hillsborough County Public Schools, encourages business leaders to get involved with their future workforce. Now in its third successful year, this innovative program will place 150 CEOs in public elementary schools across the county to learn more about the challenges and opportunities facing our students, teachers, administrators, and public schools every day. This one-day, unforgettable, hands-on learning experience often results in forged relationships that positively impact schools year-round.

“This program strengthens bonds between our public schools and business leaders and provides a new perspective on the role these relationships play in preparing our future workforce for academic and personal success,” said Hillsborough Education Foundation CEO Kim Jowell. “We are excited about this program and are encouraged by the positive outcomes we have witnessed thus far.”

Brian Butler, President and CEO of Vistra founded the program in 2019 to encourage business leaders to address challenges and make an impact in our schools. “The support of business leaders in this community is what we need now more than ever,” said Butler. “Their expertise, innovation and resources are an important contribution to the success of our schools, principals and students.”

Addison Davis, Superintendent of Schools for Hillsborough County Public Schools said, “This incredible initiative has already created important, lasting relationships within our schools. When our educational leaders and CEOs join forces for children, anything is possible. These partnerships can result in solutions that make our entire community stronger as we seek to create a world-class education for all.”

Participants interested in the CEOs in Schools initiative are asked to reserve their preferred school by clicking on the “Get Involved” tab at [Get Involved - CEOs in Schools \(1dayofchange.com\)](https://www.getinvolved-ceosinschools.com). There will also be a reception held October 13 for participants and principals to come together and learn more about this year’s event.

For questions about the program, please contact Nicole Sanberg at 813.601.1742 or by email at CEOsInSchools@EducationFoundation.com

Interested media should contact Daphne Almodovar at 813.321.3312 or by email at Daphnea@ConsultVistra.com



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School safety protocols are in place and require additional coordination for visitors. Schools available and approved for event media day coverage will be shared in the coming weeks.

Images, video, and other collaterals are available by request.

About Hillsborough Education Foundation

Established in 1987, Hillsborough Education Foundation (HEF) is a nonprofit focused on strengthening public education by supporting teachers and empowering students to achieve academic and personal success. Together with our community partners, HEF strategically invests in initiatives that impact teaching quality and increase graduation rates, bolstering a thriving workforce of tomorrow and the sustainable prosperity of Tampa Bay. Learn more at EducationFoundation.com.

About Vistra Communications

Vistra is an award-winning, integrated marketing, communications and consulting agency providing a range of services to corporate, government and nonprofit organizations. Our team includes strategic communications professionals with expertise in public relations, community engagement, marketing, graphic/creative design, and focus groups and surveys. The company has been ranked number one in the Top PR Firms in the Tampa Bay area according to the Tampa Bay Business Journal. Vistra is SBA 8(a) Certified and a Service-Disabled Veteran-Owned Small Business (SDVOSB) headquartered in Lutz, Florida. For more information, please call 813.961.4700, or visit www.consultvistra.com.

About Hillsborough Schools

Hillsborough County Public Schools is America's seventh-largest school district and the largest in central Florida. We have more than 230 public schools, more than 24,000 dedicated employees and more than 220,000 students. All twenty-seven of our high schools were recently listed in the *US News and World Report Best High Schools* ranking report. Hillsborough Schools boasts the 2020 #1 Elementary Magnet School of the Year – MacFarlane Park Elementary School, the Florida Teacher of the Year, Dr. Dakeyan Graham of King High School and the Presidential Award of Excellence in Mathematics and Science Teaching Winner, Tiffany Oliver of Robinson High School. See our website at hillsboroughschools.org for more information.

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