

Washington County Chamber of Commerce

NEWS RELEASE

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FOR IMMEDIATE RELEASE

*Washington County Chamber is First in Nation to Implement
Business and Public Education Program with Core Essentials*

PROMOTING P.E.A.C.E. IN WASHINGTON COUNTY *Public Education Ambassadors for Community Engagement*

(BRENHAM, TX) During this year's goal setting retreat of the Washington County Chamber of Commerce Board of Directors, the directors chose the Promotion of Local Schools as one of their top three Goals for 2017 and beyond. Resulting from recent task force efforts is a program where Washington County Chamber staff and volunteer leaders, Brenham ISD, Burton ISD and Brenham GameChangers are working together to Promote P.E.A.C.E. (see above) throughout Washington County. It's a way for businesses to join in efforts to strengthen our public schools and contribute to the character development of students...our future workforce!

The P.E.A.C.E. program will kick-off in August by implementing core values to our youth through our schools and communities. Brenham GameChangers along with Brenham ISD and Burton ISD have implemented *Core Essential Values* in the schools and now, Washington County Chamber members will have a brand-new opportunity to enhance the mission by becoming an advocate for "P.E.A.C.E."

By deciding to become an active member of P.E.A.C.E., Members will be connected to the *Canopy Community* of the Core Essentials program and Brenham GameChangers to enhance the character of our county's youth. This partnership will equip Chamber Members with tools and programs to increase the communities' sphere of influence for our youth and comprehensively develop essential lifelong character traits in them.

The Core Essentials curriculum used in Brenham and Burton school districts emphasizes a value word and its life application each month during the school year. The value word centers around three BIG IDEAS: Treat Others Right, Make Smart Decisions

and Maximize Your Potential. Brenham GameChangers is the active “on the ground” organization that helps implement the Core Essentials to K-4th Graders and creates ideas, activities and programs that reach the Middle School, Junior High and High School age students.

By being involved with the P.E.A.C.E. program, businesses and organizations will be supporting an effort to help local kids see how to live out these values with friends at school, at home with their families, and in businesses throughout our great community. Businesses and community organizations have the opportunity to be a GameChanger in fostering character-building inside and outside of the schools.

The *Canopy Community* component of this program is directed to K-4th Grade students and includes a package with web-based tools, strategies for customizing ways to infuse the monthly value words in businesses, downloadable and printable resources, social media tools, email promotions and much more. The Chamber team will partner with businesses and employees to maximize usage of the program.

The Brenham GameChangers component allows Chamber Members and their employees to “Connect with character and value.” This will be the vehicle that keeps the Core Essential Values that the youth learn from K-4th Grade ongoing through graduation and into the rest of their lives.

Chamber Members will receive details on how to join and be a part of the FIRST Chamber in the nation to implement this program and be a GameChanger our community is proud of! The introductory P.E.A.C.E. program membership specific to Washington County Chamber members is only \$50 this year.

Businesses and organizations can contact Shae Janner, Business Programs Manager at the Chamber, at 979-836-3695 or shae@brenhamtexas.com to get a head start on implementing this program when the school year begins in August.

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