



**FOR IMMEDIATE RELEASE**  
**August 21, 2009**

**Contact: Kitty Epstein**  
Mayor's Dir. of Education  
(510) 207-2833

**STUDENTS, PARENTS, CIVIC LEADERS AND SPECIAL GUESTS TO  
GATHER AT CITY HALL FOR BACK-TO-SCHOOL RALLY**

*Event Caps Off Month of Activities Promoting Early Enrollment, Parental Involvement and  
Regular Attendance While Providing Free School Supplies for Children*

**Oakland** – On **Sunday, August 23**, the City of Oakland will prepare for the start of a new school year and celebrate the value of regular attendance in a prize-filled rally to be held **at City Hall's Frank Ogawa Plaza. From 1:00 PM to 5:00 PM**, a carnival-like atmosphere will prevail as celebrity guests and community leaders join students, parents and supporters of public education in a day devoted to family-friendly activities.

“We are working to wrap the arms of the city around Oakland's young people,” said Mayor Ron Dellums. “This event, on the doorstep of our city government embodies the civic engagement we are working to create on behalf of the children in Oakland. We are delighted that this huge collaborative has created the goal of ultimately, over the next several years, supplying all Oakland children with the resources they need.”

Sponsored by Oakland Natives Give Back, the Office of the Mayor, the Oakland Unified School District, the Lend a Hand Foundation, the Community Task Forces, the Office of Parks and Recreation, Measure Y programs, and the Mother Wright Foundation, the August 23 Back-to-School Rally highlights the start of the 2009-10 school year on Monday, August 31. The event also culminates a month of activities designed to encourage early enrollment, parental involvement and good attendance habits.

The event will feature:

- Games;
- Engaging workshops; and
- Distribution of free backpacks filled with school supplies to the first 400 children to register (Registration held from 12:00 PM to 1:00 PM).

**(MORE)**

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Also, students of all ages (Pre-Kindergarten through Grade 12) can enroll for school. The following documents are needed for enrollment:

- Parent/Guardian Picture ID
- Birth Certificate, Passport or I-94 Original
- Three documents proving home address
- Report card or transcript
- Immunization/Health Record

This is part of the ongoing Attend and Achieve campaign, a comprehensive program designed to combat truancy and underscore the relationship between regular attendance and successful outcomes in school and in life.

“A cohesive effort from across the City of Oakland is needed to reach our ambitious goals for student achievement,” explained Oakland Unified School District Superintendent Tony Smith.

**WHEN:** Sunday, August 23, 2009  
1pm to 5pm

**WHERE:** Frank H. Ogawa Plaza (In front of Oakland City Hall)  
Oakland

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**For more information on Mayor Ron Dellums and the City of Oakland, please visit and bookmark the following Web accounts:**



: <http://www.youtube.com/ronalddellums>



: <http://www.facebook.com/pages/Ron-Dellums/98961200747>



: <http://web.me.com/mayorronnellums>



: <http://www.twitter.com> “Mayor Dellums”