



*“Building a  
Foundation for  
Lifelong  
Learning”*

## **CECIL COUNTY PUBLIC SCHOOLS PUBLIC INFORMATION OFFICE**

**GEORGE WASHINGTON CARVER EDUCATION LEADERSHIP CENTER  
201 BOOTH STREET • ELKTON, MD 21921**

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phone: 410.996.5474 • fax: 410.996.5454 • [www.ccps.org](http://www.ccps.org)

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Henry A. Shaffer  
*Superintendent of Schools*

Christine M. Sopa  
*President, Board of Education*

July 20, 2009

To Whom It May Concern:

The deadline for participation in our fall materials distribution date is quickly approaching. Requests should be delivered to the Public Information Office by August 28 for the October 15 distribution. In addition to the direct distribution, all schools will continue to designate a table located in a central area of the school where approved materials will be displayed throughout the year.

If you are interested in requesting permission to distribute materials to elementary school students and/or in having materials placed on school information tables, please review the following:

- ❖ Must be a governmental agency or a 501(c)(3) non-profit organization conducting business in Cecil County.
- ❖ Qualifying organizations or agencies shall submit, in writing, a request for display and/or distribution of material, together with a copy of the material which they would like to have displayed and/or distributed to the students. Non-profits must also include a copy of their §501(c)(3) status determination letter from the IRS unless the Public Information Office already has the letter on file. Requests should be sent to:  
Cecil County Public Schools  
Public Information Office  
201 Booth Street  
Elkton, MD 21921
- ❖ Materials must identify the name of the agency or organization responsible for the material and must contain the following caveat, “The Cecil County Public Schools neither endorses nor sponsors the organization(s) or activity(ies) contained herein. The views contained herein are those of the author and are not necessarily shared by Cecil County Public Schools. The availability of this material is provided as a community service.” Materials are limited to three pages maximum (may include front and back) and shall not be larger than 8.5” x 11”.

### **Requests for Distribution to Elementary Students:**

- ❖ Materials should promote events, activities, or opportunities for elementary-age children.

- ❖ Materials must be received at least forty-five (45) calendar days prior to the take-home dates. The Superintendent or designee shall approve or disapprove the request within twenty (20) calendar days.
- ❖ Upon approval, the agency or organization shall distribute sufficient copies of the materials in bundles of 25 to each individual elementary school at least fourteen (14) calendar days prior to the scheduled distribution date.

The timeline for the spring distribution is as follows:

August 28, 2009- deadline for materials to be delivered to the Public Information Office

October 1, 2009- deadline for materials to be delivered to schools

October 15, 2009- schools distribute materials

Procedures for distribution to schools, including enrollment numbers will be provided to organizations once approval has been secured. For more information regarding these procedures, please feel free to contact me by phone at 410-996-5474 or by e-mail at [kkeeton@ccps.org](mailto:kkeeton@ccps.org).

Sincerely,

Kelly M. Keeton  
Public Information Officer