



BookATL.org

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News Release

Better Outcomes for OUR Kids to Host Inaugural Community Outreach Initiative and Launch New Website

Launch Sparks Excitement for Leadership and Grassroots Support

ATLANTA (July 11, 2016) – Better Outcomes for Our Kids will host a Friends of BOOK Mixer and Fundraiser at the Gathering Spot from 7:00 p.m. – 9:00 p.m. Thursday, July 21 to mark the beginning of a movement for change, reform and choice in Atlanta, and greater Georgia. The event will encourage conversations and awareness building around the need for high-performing schools in the African American community.

“Conversations about raising expectations in the public school system have to be had,” said David Mitchell, founder/CEO, of BOOK. “As a leading voice, BOOK recognizes the need for a grassroots approach to a complex dilemma. It is going to take everyone rolling up their sleeves, committing time and resources, along with accountability in order to create substantive change in classrooms.”

In May, BOOK rolled out its plan on how to expand and increase awareness in the community of educational options and school choice. As an organization led by African Americans, they will be a leading voice in the discussion around the performance of publicly funded schools in Metro Atlanta, and their impact specifically on African American children. BOOK will work with “traditional” and “charter” schools, to increase the involvement of parents and community members in their local schools.

Brian Jordan, two-sport professional athlete and founder, Brian Jordan Foundation says, "In every child, there is the potential for excellence. My dream is to give young people positive alternatives by creating programs and building places where they can develop to their full potential. Help me and BOOK to help our future!"

The event is a first of many networking and community-wide forums BOOK has planned. The launching of the organization’s new website, will keep parents, community leaders, business partners, and the community at large abreast of upcoming events, programming, resources, and education related policies. Special guests, community leaders, parents, educators, and advocates are encouraged to attend the event.

WHO: Better Outcomes for OUR Kids, Inc. (BOOK)
WHAT: Friends of BOOK Mixer & Fundraiser
WHEN: Thursday, July 21, 2016 – 7:00pm - 9:00pm
WHERE: The Gathering Spot, 384 Northyards Boulevard, Atlanta, GA 30313

Better Outcomes for OUR Kids, Inc. (BOOK) is a nonprofit organization dedicated to increasing the access, awareness, and accountability of high quality, publicly funded, educational options for African American children.

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For more information about Better Outcomes for OUR Kids, Inc. (BOOK), please visit the brand new website at <http://www.bookatl.org>. Follow BOOK on Facebook: bookatl, Twitter @book_atl and Instagram: bookatlanta.org.