

FOR IMMEDIATE RELEASE

For additional information
contact Jenny Anderson
at 979.830.2180

BLUE BELL HONORS NO CHILD LEFT BEHIND-BLUE RIBBON SCHOOL IN

NEW ORLEANS, LA

NEW ORLEANS, LA – Blue Bell Creameries will honor Ben Franklin High School, recently named a 2009 No Child Left Behind-Blue Ribbon School, with a school-wide ice cream party on Nov. 5, 2009. A Blue Bell truck filled with ice cream will arrive at Ben Franklin High School, 2001 Leon C. Simon Dr., at 11:30 a.m. to treat every student, teacher and staff member in the school.

The U.S. Department of Education’s Blue Ribbon Schools program has honored more than 6,000 of America’s most successful schools for the past 27 years. Schools are selected and awarded this prestigious honor annually for two reasons – helping students achieve at very high levels and making significant progress in closing the achievement gap.

“At Blue Bell, we recognize the importance of encouraging and honoring schools for educational excellence,” says Paul Kruse, CEO and president of Blue Bell Creameries. “We are well aware that such high levels of achievement require tremendous effort from students, teachers, administrators and parents. This is Blue Bell’s way of showing how proud we are!”

In 2002, the program was renewed to correspond with the No Child Left Behind Act of 2001, setting a high standard for schools nationwide. This year's winners will also be honored at an awards ceremony in Washington D.C. Nov. 5-6, for their achievements.

-###-