



Deloris Jordan Joins National PTA as Newest Ambassador *Helps launch PTA's new Urban Family Engagement Initiative*

CHICAGO (August 20, 2009) – The National Parent Teacher Association (PTA) recently announced Deloris Jordan as their newest National Ambassador. Jordan, a child advocate and mother of NBA legend Michael Jordan, will work with PTA to engage more parents in the lives of their children.

“I am honored to have the opportunity to work hand-in-hand with the National PTA to make parents more aware and become a bigger role in the lives of their children, said Jordan. “There is nothing more important than the success of our children and it is up to us to create a path for them to succeed.”

Jordan's ambassadorship was announced this past Sunday, August 16th during a back to school event in Miami where National PTA launched its Urban Family Engagement Initiative. Miami is one of 10 cities that National PTA is targeting to develop new models of parent engagement to ensure opportunity and equity for children in each city. Those cities include: Atlanta, Albuquerque, Baltimore, Boston, Chicago, Houston, Las Vegas, Miami, New York and Philadelphia.

“Although PTA has a strong base in suburban-America, we recognize that the majority of the country's population is in urban cities. Our new initiative focuses on engaging families in urban communities so that their voices are heard and that their needs are met, as well as to ensure PTA is truly speaking for every child with one voice.” said Byron V. Garrett, Chief Executive Officer of the National PTA. “We're extremely excited that Mrs. Jordan has joined us in this effort. Her passion for and commitment to underserved and underrepresented communities will no doubt help us tremendously in our efforts toward engaging urban families.”

In her new role as a National PTA Ambassador, Jordan advocates to increase parent awareness and involvement in their children's education, school, and community PTA meetings. Jordan will also work alongside the National PTA Urban Family Engagement Initiative to increase parent involvement in the target cities and their underfunded schools. Through her efforts, Jordan hopes to reduce the number of school dropouts, increase the appreciation of quality teachers, and increase the visibility of the needs of urban parents.

Jordan joins millions of parents and educators to be a voice for children, as well as to urge parents and other family members and caregivers to be more involved. Other National PTA Ambassadors who actively participate in PTA's initiatives include: NFL Football Player Chris Draft; Multi-platinum Billboard recording artist CeCe Peniston; Olympic Champion Dara

Torres; and Hot Moms Club founder Jessica Denay. They follow in the footsteps of dozens of community leaders, celebrities, legislators, and U.S. Presidents, all of whom have lent their voices and support to National PTA to make a difference in the lives of children.

About National PTA

PTA comprises millions of families, students, teachers, administrators, and business and community leaders devoted to the educational success of children and the promotion of parent involvement in schools. PTA is a registered 501(c)(3) nonprofit organization that prides itself on being a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education, health, and welfare of children and youth.