

La Porte Independent School District

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LA PORTE ISD ANNOUNCES 2020-21 THEME, RELEASES NEW LOGO

La Porte Independent School District has a message for its stakeholders: We will emerge from the COVID-19 pandemic stronger than ever.



The district, during the past few weeks, softly launched the theme *Keep La Porte Strong* in its communiques with parents and staff, and through social media channels. On August 14, it unveiled the official logo theme to accompany its 2020-21 objective.

“When you consider La Porte’s relatively recent history of weathering adversity—Ike, Harvey ... the ITC fire—strength already exists here in abundance,” said Superintendent of Schools Dr. Walter Jackson. “Our theme *Keep La Porte Strong* is a reminder that COVID-19 is another adverse obstacle that we will overcome.”

Jackson said he is hopeful that the theme will continue to resonate with La Porte stakeholders throughout (what promises to be) a school year filled with obstacles.

“Undoubtedly, this pandemic will continue to test the limits of our children, parents and staff,” Jackson said. “We’re developing—each and every day—solutions to the complications that COVID-19 is throwing our way. Our theme and logo help to reiterate that this isn’t our first rodeo.”

The logo is available for anyone to download and use for the 2020-21 school year via the district’s [communications department web page](#).