



Friday, May 5, 2023

**Lafayette School Corporation launches second annual #BronchoPride Day
Wednesday, May 10, 2023**

Public education and our public schools are something to celebrate. So Lafayette School Corporation will be blasting social media with #BronchoPride on Wednesday, May 10.

This initiative, in its second year, is an opportunity for all schools in the Lafayette School Corporation to flood social media with positive stories of what the Lafayette School Corporation has to offer students and families. They will do it with testimonials from schools, teachers, students, staff and families.

The project was designed and planned by the Communications Team for Lafayette School Corporation, with assistance from Melanie Gilbert's Principles of Marketing class at Jefferson High School. The class brainstormed ideas and helped put together a social media strategy.

Posts will appear on all the LSC social media platforms: Facebook (@LafayetteSchoolCorporation), Twitter (@LSC_Lafayette) and Instagram (@LafayetteSchoolCorporation).

Story Possibilities: On Monday, May 8, the LSC Communications Team will meet with Mrs. Gilbert's marketing class to work out final details; the class also meets Wednesday and would be happy to discuss their input and how they helped strategize this promotion. On Wednesday, May 10, elementary schools would welcome visitors to show their #BronchoPride. For more information, contact Cindy Gerlach, LSC Director of Communications, at cgerlach@lsc.k12.in.us, 765-771-6043