



Green Bay Area Public School District
Department of School & Community Relations
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Media Release

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District Affirms that Public Resources are not used in School Board Elections

Green Bay, WI – March 18, 2025- The Green Bay Area Public School District administration was contacted by a community member concerned about election materials distributed by school board candidates which included the District logo, and the inference that the District had publicly endorsed candidates.

School Board candidates responsible for the election material have been notified by the District's outside legal counsel that the District logo may not be included in campaign materials. The District recognizes that this was an honest misunderstanding of the permissible use of the District's trademarked logo and a lack of awareness of Board policy which prohibits the use of the logo or any other images that represent the school district for purposes of promoting candidates for public office.

The District is issuing this statement to reassure the community that the use of the District's logo on school board candidate campaign materials was not authorized by the District and does not represent the District's support for any candidate for school board. The District has communicated restrictions on the use of the registered trademark logo in campaign materials per [Board Policy 853](#) to candidates to avoid further concerns in this regard and to avoid any misperception regarding the District's participation in the campaigns. Finally, it is important to note that these materials were created and distributed without District funds or support.

Founded in 1856 with the opening of the Sale School, the Green Bay Area Public School District is more than 150 years old. A unified school district of 92 square miles, it covers the city of Green Bay, all of the village of Allouez, the village of Bellevue, the town of Scott, as well as part of the towns of Ledgeview, Eaton, Green Bay and Humboldt. For more information, visit the district website <http://www.gbaps.org>.