

Where Passion Shines: Olivia's Journey at Cory Elementary

2026 Video Award

Olivia's [video](#) was created as a key storytelling asset within Denver Public Schools' \$250,000 Stories campaign. The primary target audience included prospective families, particularly those making SchoolChoice decisions, as well as current families. Her experience at Cory Elementary is leveraged to strengthen public perception and highlight the "passionate" nature that defines the district. This campaign is especially critical as [enrollment has declined 4% since 2019, with another 10% decrease projected by 2029](#).

Since its release, Olivia's video has generated 13,076 views, 12,600 more than average, and has been watched for an additional 104.3 hours beyond typical engagement. It has reached 4,100 unique viewers, contributing to a broader campaign that has already driven [4,509 SchoolChoice applications](#), including [2,608 new students](#), representing over \$31 million in projected revenue.

At Cory, Olivia discovered a community rooted in support, belonging, and opportunity. Hearing her story evokes a sense of possibility—reminiscent of being in fifth grade, when the future feels wide open and full of potential. Her journey reflects the transformative power of a school environment that nurtures curiosity, confidence, and purpose.



Olivia's message is both simple and profound: "Doing things that are helpful to your community is something that everyone can do." This idea extended far beyond the classroom, appearing across Denver on billboards, buses, trains and in social media campaigns. The video also reinforces DPS's core message that ["Every Learner Thrives"](#) by highlighting how students are prepared for their career, college and life.

Olivia's journey at Cory Elementary exemplifies how Denver Public Schools fosters not just academic excellence but also compassionate leaders and determined individuals ready to explore their passions.

