

# **More Than 1,600 Catholic School Educators Come Together for Mass, Superintendent's Address and the Unveiling of New Catholic Schools Brand**

Archbishop William E. Lori will celebrate Mass and offer a blessing to 1,600 Catholic school principals, teachers, and staff members who will gather at the Lyric Opera House in Baltimore on Thursday, August 20 at 9:00 a.m. prior to the August 24th start of the 2015-16 school year.

Following Mass and an awards ceremony for educators celebrating milestone anniversaries, Superintendent of Schools, Dr. Barbara Edmondson will give her annual address to Catholic educators and Mr. Jim Sellinger, Chancellor of Education for the Archdiocese, will reveal the results of a branding initiative for Catholic schools, which includes a newly designed logo and accompanying tag line. The new brand will be unveiled at approximately 11:20 a.m.

A new brand identity for Catholic schools in the Archdiocese of Baltimore is part of an ongoing effort to promote Catholic schools and the unmatched value of a Catholic school education in the Archdiocese of Baltimore. After several months of consultation with key stakeholders, including current, prospective and former Catholic school families, the Archdiocese sought a logo and tag line that emphasizes the traditional strengths of Catholic education, as well as recent investments in areas like science and technology. It also sought to promote the dedicated

educational professionals who choose to teach in a Catholic school and who are integral to the formation and outstanding achievements of Catholic school students.

About Catholic Schools in the Archdiocese of Baltimore:

- 98% attend college;
- Of the 18 Catholic schools in the Archdiocese of Baltimore designated as a National Blue Ribbon School of Excellence, 11 have received the designation since 2008;
- Catholic elementary school students score in the top fourth nationally on standardized tests; and Catholic middle school students score in the top third on standardized tests in Reading and Math; and
- 99% of students graduate high school.

To learn more about an Archdiocese of Baltimore Catholic school, call 1-800-5-CATHOLIC or visit [www.archbalt.org/schools](http://www.archbalt.org/schools).