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**Event:** COMMUNITY KICKOFF EVENT for the JOHN ADAMS-PROJECT LOVE High School of Character, Values and Community  
**Date & Time:** Friday, November 3, 2017; 10:30 am – 11:30 am  
**Location:** John Adams High School  
3817 Martin Luther King Jr. Drive  
Cleveland, OH 44105  
**Presenter:** Values-in-Action Foundation / Project Love



**REQUEST FOR COVERAGE:** This Friday, November 3, 2017; 10:30 am – 11:30 am

**Cleveland, OH** – Please join Values-in-Action Foundation (Project Love) from 10:30 – 11:30 am on November 3<sup>rd</sup> at the John Adams High School Campus for the COMMUNITY KICKOFF of a new, bold, comprehensive school concept: a high school focused around CHARACTER, VALUES AND COMMUNITY.

The community kickoff event will bring together community leaders, government officials, foundation executives, teachers and students as Cleveland Metropolitan School District's John Adams High School's 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> grades (comprising of 550 students) become the JOHN ADAMS-PROJECT LOVE HIGH SCHOOL OF CHARACTER, VALUES AND COMMUNITY. This will be CMSD's first high school totally embedded in social-emotional learning with an emphasis on how values and kindness can transform the school culture, student learning and the adjoining community.

This new school concept is a response to the low academic performance, high incidents of violence, expanding community violence, and lack of job readiness that John Adams High School and the adjoining Mt. Pleasant communities have experienced over the past few years.

*"Through this new John Adams-Project Love school model, we hope to empower students, teachers and community leaders with the purpose of transforming one of the lowest performers in CMSD, in one of the highest crime areas of Cleveland, to one of the highest performers with an accompanying positive impact on the community,"* said Values-in-Action CEO Stuart Muszynski.

Adopting Values-in-Action Foundation's 23-year-old Project Love character-education program, this new, high school model will integrate community leaders, life lessons, mindfulness, lessons about job readiness, and cognitive behavioral psychology techniques along with the academic curriculum. The program builds on Project Love's successful *Believe to Achieve* program which through its "Winning at the Game of Life" social-emotional curriculum enabled the most at-risk girls at Collinwood and John Adams to graduate at 85%.

Values-in-Action Foundation and its Project Love character-education division provide programs that teach, promote and provide skills and tools that enable individuals to make values-based decisions every day. Since 1994, Project Love programs have trained more than 170,000 students and 3,000 educators and annually impact more than 200 Northeast Ohio schools with consistent, positive results. In fact, 99% of participating students report that they are more likely to make positive choices and perform more acts of kindness as a result of Project Love's training.

For additional information about the kickoff event, the John Adams program, or Values-in-Action Foundation, call 440.442.5683.