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2014 KICKS OFF WITH A NEW CITYWIDE CHARTER SCHOOL PUBLIC AWARENESS CAMPAIGN

CharterNYC.org Features Videos Highlighting Strong Community Partnerships, District/Charter Collaborations and Parent Testimonials

Effort Launched in Conjunction with 2014-15 Application Season

January 6, 2014 (New York, NY) – The New York City Charter School Center announced a new public awareness campaign that highlights the many ways that charter schools strengthen the public education system and benefit high-need communities across New York City. The campaign includes a new website, CharterNYC.org.

“CharterNYC.org is a perfect resource for anyone who wants to learn more about how charter schools drive innovation and excellence and play a role in strengthening our neediest communities,” said **James Merriman, CEO of the NYC Charter School Center**. “With 70,000 students currently enrolled in charters across the five boroughs and 50,000 families on waiting lists, it’s clear that charter schools are here to stay – and that New Yorkers want to know more. This initiative opens doors - it provides New York parents with a look at what happens on a day-to-day basis inside charter schools in their neighborhoods, and it improves access to key information and streamlines the application process.”

Among the standout features on CharterNYC.org are several new video shorts:

The first video features the [Children’s Aid College Prep Charter School](#). Children’s Aid College Prep was founded two years ago by the Children’s Aid Society, which has served NYC’s highest-risk children for over 160 years. Recently, Children’s Aid College Prep was cited by **Mayor Bill de Blasio** as a model for public schools in New York. [Watch the video here.](#)

“Inside NYC Charter Schools” features [**The Renaissance Charter School**](#) of Jackson Heights, Queens and highlights the school’s many community partnerships. [**Watch the video here.**](#)

Under “Best Practices,” a first-of-its-kind video highlights the collaborative, enriching partnership between a charter and district school in the Bronx: [**Bronx Charter School for Excellence**](#) and [**P.S. 85**](#). The two schools have teamed up to improve literacy among their kindergarten classes. [**Watch the video here.**](#)

In “What Charter Families Are Saying,” an interview montage features interviews with parents from five charter schools: [**Family Life Academy Charter School**](#), [**MESA Charter High School**](#), [**Achievement First Brooklyn High School**](#), [**ROADS Charter School**](#) and [**Democracy Prep Charter High School**](#). [**Watch the video here.**](#)

The Charter Center is unveiling [**CharterNYC.org**](#) in conjunction with the 2014 application season for charter schools. The website guides parents to the Charter Center’s [**Common Online Charter School Application**](#), which enables parents to fill out one simple form and submit it to the participating charter schools. During the month of January, 177 charter schools will begin accepting applications for the 2014-15 school year.

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The New York City Charter School Center is an independent non-profit committed to fostering an environment in which public charters can open and flourish, and, through their innovative approaches, provide models for improving all public schools. The Charter Center helps new charter schools get started, supports existing schools, and engages the charter school community around key issues. Learn more about the NYC Charter School Center at [**www.nyccharterschools.org**](http://www.nyccharterschools.org).