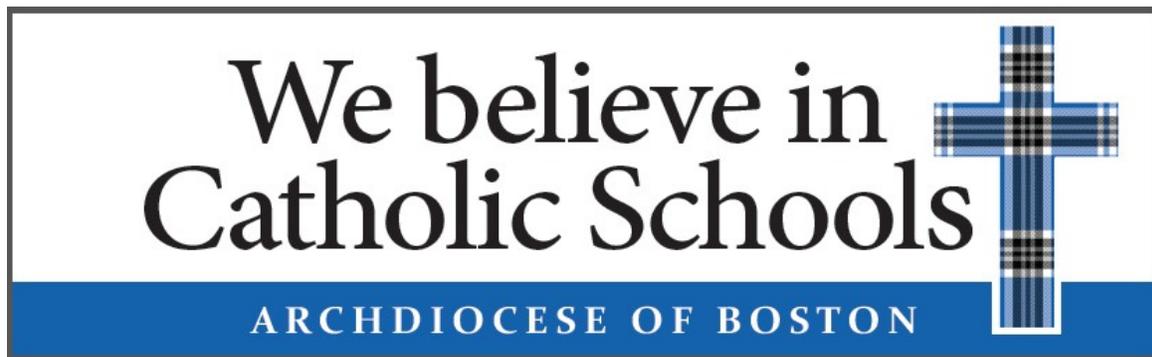


"WE BELIEVE IN CATHOLIC SCHOOLS" CAMPAIGN LAUNCHED

40,000 Car Decals & Social Media Campaign Part of Broad Initiative in Support of Catholic Education

BostonCatholic.org



January 19, 2017, Braintree, MA - Highlighting a history of accomplishment anchored by a track record of academic excellence in an enriching faith filled environment, Cardinal Seán O'Malley and Kathy Mears, superintendent of Catholic Schools, announced a grass roots campaign to promote Catholic education in the Archdiocese of Boston. The "We believe in Catholic Schools" campaign will be launched this month in advance of the 2017 Catholic Schools Week, which runs from January 29 to February 4.

As part of a broad initiative to highlight the importance of Catholic education, the Archdiocese is leading a social media campaign, utilizing the Cardinal's blog (www.cardinalseansblog.org), and distributing 40,000 car decals to Catholic school families and staff.

Partially funded by a private donor to the Campaign for Catholic Schools, the car decals read "We believe in Catholic Schools" with a blue plaid cross. "We chose this saying as it is reminiscent of our Creed, which is the basic expression of who we are and what we believe as Catholics," said Mrs. Mears. She continued, "The saying also shows faith in our school system that educates close to 40,000 students each year." The stickers will be distributed to 118 Catholic schools along with a letter from Cardinal Seán, thanking families for their commitment to Catholic education and encouraging them to display the decals on their vehicles.

Catholic Education Track Record

Catholic schools are the largest private educator of children in this country. Research shows that Catholic school students test higher than their public school peers. The

graduation rate for Catholic high schools is 97%, with 96% of students going on to post-secondary education, 92% to four-year colleges. 60% of Catholic schools are in urban settings, and the schools are open to all families who are interested in quality Catholic education. Thirty percent of students in the Archdiocese who attend Catholic schools are not Catholic.

In recent years, Cardinal Seán has led an effort to rebuild struggling urban schools through the Campaign for Catholic Schools, which has built new regional elementary school academies in Dorchester, Mattapan and Brockton.

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About the Archdiocese of Boston: The Diocese of Boston was founded on April 8, 1808 and was elevated to Archdiocese in 1875. Currently serving the needs of 1.8 million Catholics, the Archdiocese of Boston is an ethnically diverse and spiritually enriching faith community consisting of 289 parishes, across 144 communities, educating close to 40,000 students in its Catholic schools and 156,000 in religious education classes each year, ministering to the needs of 200,000 individuals through its pastoral and social service outreach. Mass is celebrated in nearly twenty different languages each week. For more information, please visit www.BostonCatholic.org.

About the Archdiocese of Boston Catholic Schools Office: The Catholic Schools Office oversees an educational system of 118 schools serving students throughout eastern Massachusetts. Students in our schools receive a challenging education that helps to develop their mind, body and soul. The schools are developing saints and scholars. Catholic schools in the Archdiocese are accredited through the New England Association of Schools and Colleges.

About the Campaign for Catholic Schools: The Campaign for Catholic Schools (CCS) is a nonprofit organization established in December 2007 aimed at rebuilding and revitalizing urban Catholic schools in the Archdiocese of Boston (RCAB). In its ten-year history, CCS has established two regional academies serving 1,630 children in Dorchester/Mattapan and Brockton. Schools are established in a new regional model, which includes lay governance, and investments in better academics, renovated buildings, teacher pay for performance and mentoring. The work has attracted national interest and inspired the creation of other regional Catholic schools in the Archdiocese. The efforts of many are responsible for this successful initiative. For more information, please visit www.campaignforcatholicschools.org.