

Education Minnesota

Education Minnesota launches new ad campaign, “Believe in ‘We’”

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ST. PAUL, Minn., March 22, 2017 –Education Minnesota launched the latest phase of its paid media efforts today by introducing the “Believe in ‘We’” campaign.

“Believe in ‘We’” is a multimedia initiative aimed at uniting Minnesotans in support of the one place that gives every student’s dreams a chance: public schools.

“As our state’s public schools face an ever-growing number of threats, the time is now to speak up and speak out for them,” said Denise Specht, president of Education Minnesota. “Public schools brighten every Minnesotan’s future. I believe that we, as Minnesotans, can make a difference by encouraging everyone to support them and telling lawmakers to provide them with the resources they need to succeed.”

Believe in We | :15 online ad



Believe in We V2 | :30 TV ad



“Believe in ‘We’” leads off today with television ads that will appear statewide on broadcast and cable outlets through mid-May. The ads are viewable at Education Minnesota’s YouTube page at www.YouTube.com/EducationMinnesota. Online, social and print advertising will also carry the campaign message, as will a new “Believe in ‘We’” campaign website, www.BelieveInWeMN.com. The website includes more information on the campaign and the issues it discusses – including funding, attracting and retaining great educators, the dangers of vouchers and the value of a well-rounded education – and provides ways to speak up to lawmakers and stay connected with Minnesota’s educators as the campaign moves forward.

About Education Minnesota

Education Minnesota is the voice for professional educators and students. Education Minnesota’s members include teachers and education support professionals in Minnesota’s public school districts, faculty members at Minnesota’s community and technical colleges and University of Minnesota campuses in Duluth and Crookston, retired educators and student teachers. Education Minnesota is affiliated with the American Federation of Teachers, National Education Association and AFL-CIO.

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