

# Press Release

Contact: Kitty LaBlance, Principal  
Phone: (231)627-5608

FOR IMMEDIATE RELEASE  
August 24, 2009

## **ASK ME ABOUT BISHOP BARAGA SCHOOL**

CHEBOYGAN, MI: Recently, the Marketing and Development Committee of Bishop Baraga Catholic School introduced two innovative, new programs to increase enrollment at the school. The first is the "Ask Me About Bishop Baraga School" campaign. School supporters are displaying yard signs and bumper stickers sporting the campaign slogan. Their goal is to engage other community members with school-age children in discussion about the benefits of a Catholic school education and of enrolling their children in Bishop Baraga Catholic School.

School Principal Kitty LaBlance is excited about the new campaign. She noted the success of a similar "Ask Me About" campaign in Lake Lelenau for St. Mary's Catholic School. "'Ask Me About Bishop Baraga School' will increase the school's visibility in the community and make it more inviting to prospective students and their families," said LaBlance.

The second new initiative is the "Guardian Angel" program. The program helps families having financial difficulty meeting the cost of tuition at Bishop Baraga Catholic School. School supporters - Guardian Angels - donate money to the program to defray, in whole or in part, tuition for a specific student of the Guardian Angel's choice or for any needy student. LaBlance explained that, "There are plans to establish a permanent memorial recognizing the individual Guardian Angels at the school."

Bishop Baraga Catholic School was established in 1856 by Bishop Frederic Baraga. It has been in its new building located at the corner of Western and Lincoln Avenues in Cheboygan since September 2005.