



## FOR IMMEDIATE RELEASE

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### **Parents Supporting Teachers Unveils Its New Website**

#### *Parent Advocacy Group Extends Its Outreach to LAUSD Stakeholders*

Parents Supporting Teachers (PST), the largest parent advocacy group supporting Los Angeles Unified School District (LAUSD) teachers and families, is excited to announce the launch of its new website, [www.parentssupportingteachers.org](http://www.parentssupportingteachers.org). The site serves as a one-stop portal for LAUSD stakeholders to learn, engage, get involved, and provides resources and information in an accessible, transparent, and user-friendly way.

“This website has been a long time in the making. As our social media audience continues to grow and engagement increases, a dedicated website marshalling our resources was a logical next step.” said group co-founder Jenna Schwartz. “We identified a critical need -- bridging the information gap between the second largest school district in the nation and its community.”

Co-founder Nicolle Fefferman echoed these sentiments: “Many of our members want to be more involved in public education, make their voices heard, and advocate in support of their children and schools but seek assistance in translating their concerns into engagement and action. That is where our new website comes in. We are also helping raise awareness and providing an inclusive and welcoming space for difficult conversations.”

The mobile-friendly site incorporated feedback from, and relied on the dynamic efforts of PST members. It features streamlined navigation, fresh branding, a sign-up page, media toolkit, calls to action, links to district resources, return to school information, merchandise, and more. Social media integration connects visitors to PST’s Facebook, Twitter, and Instagram channels.

Visit [www.parentssupportingteachers.org](http://www.parentssupportingteachers.org) and find out how you can learn more, stay involved, take action, promote our shared goal to support equitable and inclusive LAUSD schools, and advance the future of public education in Los Angeles.

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About Parents Supporting Teachers: Parents Supporting Teachers is a parent education advocacy group in Los Angeles with over 25,000 followers and is the only organically created group of this size exclusively dedicated to parent communication and education support in the entire LAUSD.