

FOR IMMEDIATE RELEASE
October 5, 2006

Laura Bush Unveils TeachersCount PSA Campaign with Support from Jones New York In The Classroom

NEW YORK (October 5, 2006) - Laura Bush was in New York City today to unveil a national print PSA campaign designed to raise awareness about the important role teachers have in our children's education.

Joined by Peter Boneparth, CEO, Jones Apparel Group, Diana Burroughs, Executive Director, TeachersCount, and John Squires, Co-COO, Time Inc., Mrs. Bush announced the campaign created by TeachersCount which features well-known individuals alongside the teachers who made a strong and lasting impact on their lives.

Mrs. Charlene Gnagy, Mrs. Bush's second grade teacher, who is celebrated in one of the 10 PSAs, also participated in the announcement. According to Mrs. Bush, "The ads we're unveiling today are new expressions of an old, timeless truth, and that is that each one of us are shaped by our teachers." She added, "We all remember the teachers who made a difference in their lives. I'm delighted to be here with my favorite teacher, Mrs. Charlene Gnagy."

Each print PSA includes a description of the pivotal role the teacher played to demonstrate the campaign's tagline, "Behind every famous person is a fabulous teacher." With support from Jones New York In The Classroom, TeachersCount was able to secure participation from some of the nation's most well-known individuals, including:

Laura Bush, First Lady, United States of America
Kenneth Chenault, CEO, American Express
Edie Falco, Emmy Award-winning actress, *The Sopranos*
Marg Helgenberger, Emmy Award-winning actress, *CSI: Crime Scene Investigation*
Virginia Madsen, Oscar-nominated actress, *Sideways*
Jeremy Piven, Emmy Award-winning actor, *Entourage*
John Sexton, President, New York University
Tony Shalhoub, Emmy Award-winning actor, *Monk*
Michelle Snow, WNBA All-Star, Houston Comets

Bradley Whitford, Emmy Award-winning actor, *The West Wing*

"We believe that if we appreciate the teacher, we in turn appreciate our children. Anything we can do to help raise the status of the teaching profession is valuable. Jones New York In The Classroom is very proud to be part of this," said Boneparth, a board member of the organization.

For more information on Jones New York In The Classroom, please visit jnyintheclassroom.org. For more information about the PSA campaign, please visit teacherscount.org.

Time Inc. donated millions of dollars worth of ad space throughout the Time Inc. family of magazines to run the ads, which have already been featured in *Time*, *Essence*, *Fortune*, *Fortune Small Business* and *Money*.

In a touching and unscripted moment, the event concluded when Mrs. Gnagy, 74, who taught for 34 years in Midland, Texas, said her advice to anyone who is entering the teaching profession, "You should love it, and not just like it."

Jones New York In The Classroom is a 501(c)(3) non-profit organization dedicated to improving the quality of education in America and inspiring others, both individuals and corporations, to do the same through support of teachers and vital teacher-based programs. For more information on Jones New York In The Classroom and the non-profit organizations it has benefited, please visit www.jnyintheclassroom.org.