

FOR IMMEDIATE RELEASE  
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## JCPS launches electronic newsletter for parents

The Jefferson County Public School (JCPS) District has developed a new, monthly electronic newsletter called *Parent Connection eNews*.

"Communicating with parents is essential," says JCPS Communications Director Stephanie Bateman. "*Parent Connection eNews* enables us to communicate with parents more often and in a format many prefer to receive. It also allows the district to provide more timely information. For example, the newsletter includes a 'Hot Topics' section with the latest information on current district policies and programs."

A list of links to articles in *Parent Connection eNews* will be sent once a month to JCPS parents who have provided an e-mail address to their child's school or who have entered their address via the Infinite Campus link on the district's Parent Portal, which is available at [www.jcpsky.net/Parent/ParentPortal/index.html](http://www.jcpsky.net/Parent/ParentPortal/index.html)

Others may sign up to receive the newsletter at <http://newsletters.school2parent.com/us/ky/jefferson/s2p>. Parents also may go directly to the newsletter site at <http://newsletters.school2parent.com/nl/cms/ky/jefferson/s2p/jefferson>.

*Parent Connection eNews* is being distributed at no cost to JCPS because the district has formed a partnership with the Colorado-based firm 1stHour Communications. The firm secures advertising sponsorships from family-friendly companies, and unobtrusive ads appear in the online newsletter, but JCPS will not share parents' e-mail addresses with advertisers.

**For more information, contact Lauren E. Roberts, JCPS public information officer, at 485-3357.**

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