



www.capta.org

## PRESS RELEASE

March 18, 2009

### For Immediate Release

Contact: Carol Kocivar  
Vice President for Communications  
(415) 577-1125

Alison apRoberts  
Communications Manager  
(916) 440-1985, ext. 106

# California PTA honored for advocacy

WASHINGTON, DC -- California State PTA was recognized for outstanding advocacy at the state, local, and individual levels at a National PTA legislative conference last week.

- California State PTA won the Outstanding Advocacy Award for a state PTA.
- The Legislation Team of the Capistrano Unified Council of PTSAs (CUCPTSA) won the Outstanding Advocacy Award for local efforts.
- Kim Anderson, legislation chair of the CUCPTSA, received the Shirley Igo Advocate of the Year Award for an individual's contribution.

"I am deeply honored to represent the million volunteer members of the California State PTA who have earned this award," said Pam Brady, president of the California State PTA. "It is really the commitment and passion of each and every one of our members that has allowed us to raise a powerful collective voice on behalf of all children. This award gives us something wonderful to celebrate today. But, more importantly, it serves as inspiration to keep working together to make sure that all our children's hopes and dreams can shine brightly in the future."

The California State PTA's award recognized its "Flunk the Budget" campaign of last year. Thousands of PTA leaders and members visited legislators, wrote letters, participated in phone banks, and attended state and local rallies as part of the grass-roots effort to protect funding for education and other crucial children's programs. The campaign was credited with reducing the fiscal blow to children's programs in the state budget passed in September 2008.

The California State PTA has not abated in its advocacy efforts, including its latest campaign: ["PTA's Economic Recovery Plan: Invest in Children."](#)

The award for the Legislation Team of the Capistrano Unified Council of PTSAs, in Orange County, recognized the council's "Shock and Awe" advocacy effort to preserve Prop. 98.

"The 'Shock and Awe' effort lived up to its title," Pam Brady said. "The campaign was creative, including the delivery of more than 25,000 'pink slips' to legislators and the governor to let them feel what it's like to receive the pink slips that teachers were receiving."

Lisa Scharmann, president of CUCPTSA said the council succeeded because parents answered its call: "I think we were really able to engage our parents and impress on them how really important it was to advocate. The parents were willing to say, 'Enough. We have to put our kids first.' "

Kim Anderson, chair of legislation for the CUCPTSA Council, was presented with the Shirley Igo Outstanding Advocate of the Year Award, given in memory of Igo, who served as president of the National PTA from 2001-2003. Igo died in 2008.

"I feel humbled and honored to receive an award with Shirley Igo's name on it," Anderson said. "She demonstrated that we can advocate for our children with grace and dignity, and I try to follow that example."

Pam Brady said California was particularly honored to have one of its own receive the first Shirley Igo Award.

"California State PTA is so proud that the first recipient of the Shirley Igo award is from our state, and no one is more deserving than Kim Anderson," Brady says. "Kim keeps her focus on changing outcomes while honoring everyone's efforts and ideas."

During the National PTA conference, held March 10-13, several elected leaders were also presented with awards.

- U.S. Sen. Ted Kennedy (D-Mass.) received the PTA Founder Award.
- U.S. Rep. Judy Biggert (R-Ill.) and U.S. Sen. Ben Cardin (D-Md.) both received a PTA Congressional Voice for Children Award.

###

*everychild.onevoice.*

*The California State PTA has nearly 1 million members throughout the state working on behalf of public schools, children and families, with the motto, "Every child, one voice." The PTA is the nation's oldest, largest and highest profile volunteer organization working to improve the education, health and welfare of all children and youth. The PTA also advocates at national, state and local levels for education and family issues. The PTA is nonprofit, nonsectarian and noncommercial.*

*For more information about the California State PTA, visit [www.capta.org](http://www.capta.org).*

---