

NEWS RELEASE

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For Immediate Release

Lidyr Creative Launches #LoveTheTeachers Campaign

November 3, 2015, Philadelphia- This month Lidyr Creative Marketing Agency launched the #LoveTheTeachers campaign, which recognizes Philadelphia public school teachers for their hard-work and dedication to their students. Award recipients will receive a \$100 gift-card to use to purchase any classroom supplies. The first teacher to be awarded was 3rd grade teacher, Mrs. Kathleen Shegda of Elkin Lewis Elementary School in Kensington.

The initiative was launched to help alleviate some of the highly publicized issues teachers are facing due to the PA State budget impasse, as well as the residual effects of long-term underfunding of schools in PA during the Corbett administration. In addition to being understaffed, teachers often face limited supplies and overcrowded classrooms. The goal of the #LoveTheTeachers campaign is to relieve some of the stress teachers face due to limited classroom supplies by helping them get what they need to teach effectively.

Anyone can nominate a deserving teacher by emailing the nomination to LoveTheTeachers@Lidyr.com.

Teachers will be randomly selected to receive the gift card on the 5th day of every month. In order to be eligible, teachers must teach at a Philadelphia Public School.

About Lidyr Creative Marketing Agency:

Based in the Fishtown section of Philadelphia, Lidyr Creative Marketing Agency is a full service digital media marketing company. We specialize in Web Design, Graphic Design, Social Media Marketing, Search Engine Optimization, and Small Business Development.

For more information, interviews and press inquiries contact Kiarra Solomon at 267-770-1795

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