



# PRESS RELEASE

**FOR IMMEDIATE RELEASE:**

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**CONTACT:**

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**TISD, LEISD & TAMU-T TO HOST BACK-TO-SCHOOL CELEBRATION  
FOR AREA TEACHERS AND ADMINSTRATORS**

**Texarkana, TX** – Texarkana Independent School District, Liberty Eylau Independent School District and Texas A&M University - Texarkana will host a Back-To-School Celebration for teachers and administrators of area school districts on Friday, August 21 from 8:30 – 11:00 a.m. at First Baptist Church – Moores Lane.

School staff attending are: Maud ISD, Pleasant Grove ISD, Redwater ISD, Simms ISD, Texarkana ISD, Liberty Eylau ISD, Texas A&M University – Texarkana and Texarkana College.

Featured speaker for the event is Keith Davis an entrepreneur, motivational speaker, former NFL linebacker and Rose Bowl Champion who has been featured on ESPN, ABC, *USA Today* and *Sports Illustrated*.

Davis, a graduate from University of Southern California, overcame tremendous family obstacles and reading difficulties to obtain a degree in Business Finance. To add to his degree, he was awarded the number one academic scholar on his team. His personal victories inspire his exciting, interactive and dynamic program which challenges people of all ages to pursue a lifestyle of excellence. He is a man of character and commitment who truly lives by the principles that he shares.

Because of his own personal story of academic struggle, he demonstrates to his audience that ‘you don’t have to be great to get started, you must have to get started to be great.’ His story will help educational staff show students that knowledge will indeed increase their opportunities to succeed, that you can have more if you don’t settle for less and hanging out with dream makers is far more important than hanging out with dream breakers.

For more information contact TISD at 903.794.3651.

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**PHOTO, FILM AND STORY OPPORTUNITIES WILL BE AVAILABLE DURING  
EVENT. FOR MORE INFORMATION, CONTACT TINA VEAL-GOOCH, DIRECTOR  
OF PUBLIC RELATIONS AT 903.794.3651 EXT. 1013**