

News | For Immediate Release
National School Choice Week



For more information, contact:

Savanna J. Buckner, Communications Manager

pressoffice@schoolchoiceweek.com

202-480-2927 ext. 823

THIS MONTH: Adaptability, Resilience on Display as Wisconsin Families, Educators Celebrate School Choice Week Safely

Badger State Parents Find New Ways to Celebrate Learning, Support Opportunity for All

Madison— In the midst of a school year like no other, Wisconsin families and educators are gearing up to safely spotlight education options during School Choice Week 2021.

Wisconsin families, schools, and organizations are hosting 679 virtual or at-home celebrations during the Week. Among the most exciting of these will be “You’ve Got Talent, Wisconsin!,” a statewide virtual talent show featuring K-12 students.

Taking place annually since 2011, School Choice Week is America’s largest celebration of educational choice. While typically the Week is packed with large, in-person events, school choice advocates have adapted to this year’s health and safety protocols, opting for drive through scavenger hunts, virtual information sessions and showcases, online contests, drive-in movie screenings, and more. Across the country, more than two dozen iconic U.S. landmarks and notable buildings will light up in special colors to mark the Week.

A growing number of communities have issued proclamations recognizing School Choice Week, including the Wisconsin cities of Lake Tomahawk and Neenah.

“With five private school choice programs, a multitude of public sector options, and homeschooling, the Wisconsin education landscape recognizes that students have different needs,” said Andrew Campanella, president of National School Choice Week. “The Week celebrates the great schools, educators, and students who have risen to meet 2020’s challenges, and encourages conversation about what learning options families are still seeking.”

In Wisconsin, there are a variety of educational options to attend including: traditional public schools offer flexible open enrollment, charter schools, magnet schools, online academies, private schools, and homeschooling. Any Wisconsin taxpayer can deduct the cost of private school tuition. Wisconsin students who meet certain income limits, or students with special needs, may qualify for state-run scholarship programs.

Wisconsin families will be raising awareness about these choices at their virtual celebrations, which make up some of the more than 33,000 planned nationwide to spotlight K-12 education options.

To download a guide to Wisconsin school choice, use the Schools Near Me tool to search for schools in your area, or see celebration photos and proclamation updates, visit schoolchoiceweek.com/wisconsin.

National School Choice Week is an independent public awareness effort; the Week is nonpartisan, nonpolitical, and not related to any legislative advocacy campaign.

Select local celebrants are available to discuss their plans with reporters upon request. For information on celebrations planned near you, reach out to us with information about your coverage area at pressoffice@schoolchoiceweek.com.

###

National School Choice Week shines a spotlight on effective education options for children and is the world's largest celebration of opportunity in K-12 education. The Week is a not-for-profit effort that focuses equally on traditional public, charter, magnet, online, private, and home education options. Every January, participants plan tens of thousands of events and activities to raise awareness about school choice across all 50 states. Year-round, National School Choice Week develops resources and guides to assist families searching for schools or learning environments for their children.