

August 26, 2022

Dear Texas Mayor,

The last couple years have been among the hardest of Texas teachers' careers. Yet, teachers have remained a light for all students, families, and communities across the state. Now, they need us to be a light for them.

For the last few years, the statewide #TeachersCan movement — supported by more than 150 Texas associations, businesses, community organizations and chambers, and universities — joined in the celebration of World Teachers' Day, hosted by UNESCO — the United Nations Educational, Scientific and Cultural Organization.

#TeachersCan is again celebrating World Teachers' Day on Wednesday, October 5; and we hope you will join us. Our theme this year is *Be a light for Texas teachers*. Below are four easy opportunities for your city to honor teachers in your community during that week:

1. LIGHT UP BUILDINGS IN LIGHT BLUE

On Wednesday, October 5th, iconic buildings and municipal facilities across Texas will be illuminated in light blue to show appreciation for our teachers who continue to be that bright, guiding light for our students during this dark and challenging time.

2. ISSUE A PROCLAMATION

Issue a mayoral proclamation on October 5 as World Teachers' Day. Attached is sample language for a proclamation.

3. DISPLAY #TeachersCan RIBBONS

Display #TeachersCan branded light blue ribbons around trees near/around City Hall to help bring attention to teachers on this day. We will happily provide you with a free 100-foot roll of ribbon — enough for 25 four-foot sheets.

4. CELEBRATE WITH CONTENT

Share messages and stories about the importance of teachers, and perhaps some personal stories about your favorite teachers through your social media and/or email newsletters. Encourage city staff to do the same. Tag @TxTeachersCan and use the hashtags #TeachersCan and #WTD2022.

Can we count on your participation?

Our #TeachersCan public relations team also can partner with your public information representatives on media and social media outreach and to brainstorm other promotional opportunities. Thank you for your consideration, and support of teachers, and we look forward to hearing back.