

**News media contact:**

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**[District Name] Launches New Communication Platform To Encourage Stronger School-Home Connection**

*Q Communication Powered by ParentSquare, the new communication platform, allows parents and guardians in [District Name] to receive all of their communications from the district, schools, classrooms and school activity groups in one unified app and service.*

**OR**

*With Q Communication Powered by ParentSquare, a unified app for school communication, parents and guardians can now receive all announcements from the district and their children's schools and teachers in one place, with options to specify how and when they are notified.*

[City, date] – [District Name] has launched Q Communication Powered by ParentSquare—a simple and unified school-to-home communication platform—to reach and engage every parent, helping ensure all parents have the opportunity to actively participate in their children's education. Q Communication Powered by ParentSquare is now available for staff and parents to use on their computers or mobile devices.

By unifying multiple tools into one communications app and service, Q Communication Powered by ParentSquare provides a seamless experience for parents and staff. Parents will be able to keep track of news, activities and events from all their children's schools in one place.

[District Name] hopes that Q Communication Powered by ParentSquare's intuitive, two-way platform will foster greater communication and family involvement. With Q Communication Powered by ParentSquare, parents can enjoy photos posted by teachers, fill out forms and permission slips, sign up for parent-teacher conferences, check grades and attendance, and much more. School staff and parents can engage in both one-to-one and group messaging with real-time language translation.

**Example of a quote (feel free to edit or create your own)** "Effective school-to-home communication has never been more important, which is why [District Name] adopted the Q Communication Powered by ParentSquare communication platform. We're looking forward to reaching 100% of our families no matter where they are, unifying all our communications tools, and adopting a more eco-friendly approach by reducing the amount

of paper used to send important communications," said [enter name/title].

[District Name]'s partnership with Q Communication Powered by ParentSquare will enable stronger engagement between school and home, and help empower everyone within the school community to stay connected and informed. For more information on ParentSquare, please visit [www.parentsquare.com](http://www.parentsquare.com).

### **About ParentSquare™**

ParentSquare is relied upon by millions of educators and families in over 44 states for unified, effective school communications. ParentSquare provides parent engagement tools that work from the district office to the individual classroom, supported by powerful metrics and reporting. ParentSquare's technology platform features extensive integrations with student information and other critical administrative systems, translation to more than 100 languages, and app, email, text, voice, and web portal access for equitable communication. ParentSquare (<http://www.parentsquare.com>), founded in 2011, is based in Santa Barbara, CA.

### **About [District Name]**

[District boilerplate]

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