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Media Contact:

Beth Swaney, Brightside Academy, 412-697-1534

– Brightside Academy, a leader in child care and early education in Philadelphia, is giving away free turkeys to 30 of its families on Tuesday, November 20, 2012.

Families from its 3230 N 3<sup>rd</sup> Street, 217-31 W. Lehigh Avenue and 2800 N. American Street locations will be entered into a raffle for the turkey giveaway this week. Winners will be announced on Friday, November 16, 2012 and the turkeys, donated by Louis Bernstein, Senior Vice President at Case Paper, will be distributed to the lucky families on Tuesday, November 20, 2012.

Edward Koch, the Area Business Director for these three academies, is new to the Brightside Academy organization. “The free turkey raffle is a great way to say thank you to our families for entrusting us with the care of their children on a daily basis,” stated Koch. Koch, a former principal of the Philadelphia School District, used to do a similar giveaway for the families at the schools for which he was responsible. “It is a unique way to introduce myself to both our families and the community and the raffle will spread some cheer as we enter the holiday season,” said Koch.

Koch has over 36 years of dedicated and successful PreK-12 teaching and administrative experience. He holds numerous degrees and certificates in the education field including a Masters of Education in English and English as a Second Language and was the 2008 MetLife Principal of the Year award recipient, one of 15 recognized principals from across the United States.