



For Immediate Release
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Carolina Rising Releases Statewide, “A Little Brighter,” Back to School Advertising Campaign

\$1.5 Million Effort Will Educate Parents On Speaker Tillis and Gov. McCrory’s Efforts To Implement Large Teacher Pay Raise And School Improvements

(Raleigh) As parents across North Carolina prepare to send their kids back to school, Carolina Rising today released a new statewide television ad to inform the public about efforts by Speaker Thom Tillis and Gov. Pat McCrory to dramatically increase teacher pay and improve North Carolina public schools through smart investments.

[The ad](#) states: “North Carolina’s schools represent our future. This year, Governor McCrory and Speaker Thom Tillis fought for and won, one of the largest teacher pay raises in state history. More money for starting teachers, and high-tech learning.”

The ad continues:

“Under Speaker Tillis and Governor McCrory we’re investing more in our schools. So thanks to Speaker Tillis and Governor McCrory, when your kids go back to school this year, Their future just got a little brighter.”

The \$1.5 million dollar campaign will begin on Friday, August 15 and will run in all of North Carolina’s major media markets for two weeks.

“One of the key missions of Carolina Rising is to help inform the public how new policies are making North Carolina a better place to live, raise a family and do business”, said Dallas Woodhouse, President of Carolina Rising. “Speaker Tillis, Governor McCrory, Senator Berger and their partners at the General

Assembly should be proud of their work to raise teacher pay and improve our public schools. This effort helps parents know that their children's future just got a little brighter."

OUR MISSION

The Mission of Carolina Rising is to champion sound public policy that secures a rising and thriving North Carolina.

An innovative citizen engagement organization, Carolina Rising supports free market, education and government reform policies that will guarantee a better North Carolina for future generations. Organized as a 501 C-4, Carolina Rising seeks to aggressively promote sound public policies and individual freedoms and seeks to educate citizens by comparing & contrasting competing visions for the Tar Heel State.

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