



ATHLETIC DEPARTMENT PRESS RELEASE:

The administration of “The International School of Broward – ISB and Lycée Franco Américain International School -LFA”, their staff, and Executive Boards are committed to adopt a philosophy of constant improvement in academics, business practices, and extra-curricular activities.

ISB and LFA strive to continue offering an innovative and comprehensive academic program that adjusts to an ever-changing world and to prepare students to qualify for, and to pursue, career goals that will enrich their lives and benefit society as a whole.

Although, academic innovation is paramount, we believe it is concurrently as important to establish and develop a challenging athletic department. Like any major university, a high school can recruit its best student-athletes based on the quality of its athletic program.

However, there is a significant cost associated with launching such an ambitious task. Additionally, parent involvement is critical and necessary. ISB and LFA are committed to have a challenging and competitive athletic program. For that, we will need to raise \$30,000 for this year to cover transportation fees, referee fees, accident insurance fees, liability insurance premiums specific to sports, coaches’ salaries and expenses for equipment and incidentals. Assuming we can recruit 50 students for all sports (Soccer, Basketball, and Flag Football); we can expect a revenue of approximately \$15000. We would still need an additional \$15000 to cover our estimated expenses.

Our goal is however, in the long-run, not to charge parents an average of \$300 per child per year for each sport. Although necessary at this point, this may be lowered or eliminated with your participation in convincing your children to be student-athletes and to compete against other schools in our Independent Athletic League. The benefits of being a student athlete are not only a way for children to be healthy, but to also offer them opportunities to fulfill their life goals. With your help, we offer the opportunities for your children to participate in the following activities and as a mean to develop a prestigious athletic program:

- ✓ **Miami Heat Court of Dreams- Basketball players will be playing at the Miami Heat American Airlines Arena.**
- ✓ **Basketball Tournament at LFA- Basketball tournament comprised with different teams from Miami and Broward Counties.**
- ✓ **Soccer Tournaments for Athletic programs locally, nationally and internationally**
- ✓ **Invite College Scouts to our Athletic events to generate university scholarships for our students**
- ✓ **Purchase a bus for the athletic program to reduce the cost of transportation and gain access to better equipped training facilities**

In order to achieve the above goals, we will need to raise capital through partnerships and fundraisers with various organizations. Initially, we will generate advertising revenues through the school newspaper by offering local vendors the opportunity to offer their products/services to our population. Additionally, we will organize fundraiser events for the school (below are the upcoming events):

- ❖ **Corporate Adult Soccer Tournament-Soccer tournament comprised with different teams from Miami-Dade and Broward Counties.**
- ❖ **Inviting Business to advertise in the Global Gazette school newspaper (Please see attached advertisement information to solicit businesses)**
- ❖

We would like to thank you for your support and we look forward to hearing from you.

Cordially,

International and Special Affairs Committee

Sandra Pollas, ISB Chairperson

Dario Echeverry, LFA Chairperson

Patrick McPhillips, ISB Board Member

Dr. Jacquelyne Hoy, Executive Director

Andrew Kinlock, Principal

John Martini, Athletic Director

Phillip Chastaing, Special Programs Consultant

Karine Soulanges, Activity Director

Aurelie Le Cordier, Coordinator of the ISB Program

April OBryant, Performing Arts Chairperson and Student Council Advisor

Charlene Ambroise, Newspaper Advisor

Ellen Terrell, Brace Advisor