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## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**  
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### **Board Revenue Development Committee Seeks Input From Public**

(FALLSINGTON, PA – SEPTEMBER 15, 2011) The Board Revenue Development Committee (BRDC), a subcommittee of the Pennsbury Board of School Directors, has announced that it welcomes thoughtful input and creative ideas from Pennsbury stakeholders to generate alternative forms of revenue to support the Pennsbury School District. The BRDC, which is chaired by School Director Allan Weisel, was formed last year so that the Board could explore the development of new revenue streams to ease the burden on taxpayers. Other School Directors who volunteered to serve on the BRDC include Kathleen Zawacki, Gregory Lucidi, and Howard Goldberg.

“Our mission is to develop ways that we can deploy existing resources to generate funds, as well as to explore new and innovative means to build revenue, without raising property taxes,” said Allan Weisel. “Pennsbury’s ground-breaking affiliation with School Media, Inc. is an example of a new revenue stream that was developed by the BRDC.” The School District contracted with School Media to place advertising on interior surfaces in the Pennsbury schools. “That partnership has the potential to yield in excess of four hundred thousand dollars for the general fund each year. The best part is that there are no strings attached to that money,” added Mr. Weisel.

The BRDC is asking for creative input from taxpayers, parents and guardians, students, faculty, staff, and alumni. “These recessionary times have forced all of us to take a hard look at our household budgets and be creative with managing cash,” said Mr. Weisel. “It is our hope that the public will share some of their resourceful ideas with the BRDC so that we can maintain the prestige and success of Pennsbury without raising taxes.”

Anyone with a suggestion for an alternative revenue stream to support the Pennsbury School District is invited to submit the idea in writing to:

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