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For Immediate Release

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SCUSD to celebrate start of school with Hollywood-style ‘premiere’

*Students, parents to get superstar treatment with red carpet
event at Hollywood Park Elementary*

August 27, 2015 (Sacramento): Lights! Cameras! Backpacks!

Sacramento City Unified School District is throwing an early morning red carpet bash -- complete with life-size award statuettes, paparazzi and autograph hounds – to celebrate the first day of school on Thursday, September 3.

The event at Hollywood Park Elementary School (home of the Hollywood Park Stars) will kick-off a year of honoring SCUSD’s 76 neighborhood and specialty schools, campuses that have launched the dreams of Sacramento residents for generations.

“The first day of school is our district’s big debut and our students, parents, teachers and staff are the superstars of our production,” said Superintendent José L. Banda. “The event at Hollywood Park is our way of showing our appreciation for our community, an appreciation that begins on the first day of school.”

The district is providing a selfie station for parents to pose for first-day photos with students. SCUSD is encouraging families to use the hashtag #SacGoesBack. In addition, a local college camera crew will be conducting red carpet interviews.

One of the oldest school districts in the state (established in 1854), Sacramento City Unified serves about 43,000 students on 76 campuses.

- **WHAT:** First Day of School Red Carpet Celebration
- **WHEN:** Students are expected to begin arriving around 8 a.m. on Thursday, Sept. 3
- **WHERE:** Hollywood Park Elementary, 4915 Harte Way, Sacramento, CA 95822
- **WHO:** SCUSD Superintendent José L. Banda, Principal Tenley Luke, SCUSD Trustee Jessie Ryan

PLEASE NOTE: Hollywood Park is the first stop for Superintendent Banda on a day where he will visit many SCUSD schools. If you would like to accompany the Superintendent on other school visits, please contact Gabe Ross, Chief Communications Officer, at (916) 643-9042.

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