

Passaic County Technical Institute

“Passaic County’s Award-Winning Public High School for Academics, Careers & Technology”

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PRESS RELEASE

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PCTI’s “Reject the Text” Campaign Strikes Gold with NSPRA

Wayne, NJ – FOR IMMEDIATE RELEASE – Passaic County Technical Institute’s “Reject the Text” Campaign has soared to astounding new heights when the school was recognized by the National School Public Relations Association (NSPRA) with a 2014 Golden Achievement Award—an honor which recognizes exemplary work in school communications and engagement.

“Reject the Text” is a highly successful initiative which seeks to develop a solution to the temptation and risk of operating cell phones while driving. The dynamic campaign was spearheaded by PCTI’s Criminal Justice/Public Safety program and included numerous projects throughout the year. Some of these included entering and being accepted into the *U Got Brains Champion Schools Program*, conducting the “Game of Life” assembly which stressed legal ramifications of distracted driving, inviting accident survivor and speaker Jacy Good to share her personal story, and organizing the *Refuse to Text and Drive Pledge*, and more. Such projects served to strengthen the interactive initiative and ignited an active and comprehensive approach to confronting what has become a social epidemic. The impressive outreach of “Reject the Text” is still having positive effects on the PCTI community and beyond to this day.

One of the campaign’s highlights was the implementation of the “Reject the Text” street sign which was made possible by the Passaic County Board of Chosen Freeholders and the Public Works Committee. The signs were designed by PCTI’s Communication Arts students and were recently posted throughout Passaic County.

Congratulations to Passaic County Technical Institute on being the single institution in New Jersey selected to receive the NSPRA Golden Achievement Award in 2014!



Photo Caption: PCTI graduates Devin Broughton (Clifton) and Anthony Gonzalez (Paterson) assist in installing the “Reject the Text” sign on Hamburg Turnpike in Wayne with members of the Passaic County Engineering Department.