

Category: Marketing Material Bethlehem Area School District 100th Celebration of the Education Center (formerly Edgeboro School) Submitted to the 2025 PenSPRA Awards By Barbara Clymer, Communications Coordinator, Bethlehem Area School District

Overview and Purpose: The 100th Celebration of the Education Center was a milestone event that brought together nearly 400 attendees, including alumni, current and former staff, and community members, to celebrate a century of history, education, and community. This event served as both a reunion and a living history lesson, reflecting the profound impact of the Education Center on generations of students and educators. Guests enjoyed engaging displays of memorabilia, historical presentations, and opportunities to reconnect with peers and faculty. Highlights included a performance by the BASD alumni band and vibrant community participation. The event garnered significant media coverage, with newspaper articles and TV spots amplifying its reach and impact.

Highlights of the Event:

Community Engagement: Nearly 400 attendees, including alumni and staff, came together to celebrate this historic milestone.

Memorabilia and Presentations: Displays and presentations showcased the rich history and legacy of the Education Center.

Alumni Band Performance: The BASD alumni band provided an uplifting and nostalgic soundtrack to the celebration.

Media Coverage: Featured in outlets like Lehigh Valley News and LVP News, the event's significance resonated across the community.

Outcome and Impact: This event served as a shining example of how public schools foster meaningful connections and honor their histories. By bringing together the Bethlehem community, the celebration underscored the pride and legacy of education in the district. With its blend of community engagement, historical significance, and media outreach, the 100th Celebration aligned seamlessly with PENSPRA's mission of recognizing excellence in school communication and public relations.

Supporting Materials:

Event Video: <https://www.youtube.com/watch?v=Kz-PgfJ92h8>

Media Coverage: <https://www.lehighvalleynews.com/bethlehem/bethlehem-area-school-district-celebrates-a-century-of-education-at-former-edgeboro-elementary-school>

<https://www.lvpnews.com/20241001/education-center-formerly-edgeboro-es-celebrates-100-years/>

Instagram Invitation Post: <https://www.instagram.com/p/C-w-7IGtNyJ/>

Facebook Post:

<https://www.facebook.com/basdschools/posts/-were-celebrating-a-century-the-bethlehem-area-school-districts-education-center/949886027138003/>