



## **Earle Boyles Elementary School Teacher Wins National Contest, Flies to NYC for Wardrobe Makeover and Photo Shoot from Jones New York In The Classroom and Macy's**

### ***Nominations for Three Winning Portland Teachers Cite Selfless Service, Community Dedication***

NEW YORK, NEW YORK – August 25, 2009 – Three deserving Portland teachers will start the year in A+ style as the winners of personal makeovers from Jones New York In The Classroom's 2009 *Back To School, Back To Style!* national contest, with support from Macy's and Adopt-A-Classroom. Grand Prize winner Deb McGowan, a second-grade teacher at Earle Boyles Elementary School, will also be whisked to New York City for a fashion photo shoot.

McGowan will be personally styled at the photo shoot by TV fashion guru, author and JNY Style Guy Lloyd Boston, and will receive a new Jones New York wardrobe along with a hair and make-up transformation. Along with six other praiseworthy teachers from across the United States (Chicago, New York, San Francisco, St. Louis, Tampa and Houston), McGowan will be featured online at [jnyintheclassroom.org](http://jnyintheclassroom.org) and [jny.com](http://jny.com).

The two Portland second prize winners, Sherri Jorgensen of Ainsworth Elementary School and Nina Levine of Dunaway Elementary School, will enjoy fun-filled afternoons of shopping for a new Jones New York wardrobe at Macy's. All of the winning teachers will return to their classrooms in style with a donation for classroom supplies and improvements from national education non-profit Adopt-A-Classroom.

### ***About the Winning Teachers***

This year's winning teachers are:

- Deb McGowan, a second-grade teacher at Earle Boyles Elementary School (grand prize winner)
- Sherri Jorgensen, a physical education teacher at Ainsworth Elementary School (2<sup>nd</sup> prize winner)
- Nina Levine, a teacher at Dunaway Elementary School (2<sup>nd</sup> prize winner)

Deb McGowan of Earle Boyles Elementary School is described as "lovely, dedicated and talented" by those who nominated her. Students and parents alike praise her commitment to reach every student, every day, to make a positive difference in their lives, a goal that often keeps her working well into the night. McGowan spent two years taking night classes to earn an additional teaching endorsement for English as a Second Language (ESL), just so that she could better reach her students. Taking her dedication a step further, she is currently enrolled in a night class to learn

Spanish. When she notices a student is in need of extra encouragement, McGowan arranges to take that student to the local natural history museum, to a ball game, or another special event.

“Winning this wardrobe makeover and money for my school is just a dream come true,” said McGowan. “The kids that really tug at my heart are the ones that don’t have the things normal middle-class America has. I’m going to use this money so that my kids come to school with the same supplies across the board – I don’t want anyone to feel left out. We also weren’t able to go on field trips last year, and I know this will contribute to that activity this year!”

Sherri Jorgenson, a physical education teacher at Ainsworth Elementary School, teaches a love of fitness, health and sport to her students. She demonstrates her devotion to students’ lives by attending events with them during her personal time, including dance recitals and Little League/football games, cheering louder than anyone. Jorgenson teaches 500 children each week, but always finds time for everyone, never faltering or losing her smile.

Nina Levine, a teacher at Dunaway Elementary School, displays natural talent as an educator. Day after day, Levine leaves the house at 5:30 a.m., not to return until 7:00 p.m. On her teacher’s budget, she has spent thousands of dollars on classroom improvements, while shopping at Goodwill or receiving friends’ hand-me-downs for herself. She asked her students to build a paper colonial village to teach about the American colonies and the Revolutionary War. She also represents her school as the union representative, and organizes after-school activities such as a board game night for parents and students. And she is always open for a game of wall ball at recess.

The Portland teachers are part of a select group of 21 winning teachers from across the nation who will get special attention from Jones New York In The Classroom to demonstrate how important educators are to our communities and children. This year’s winners hail from New York, San Francisco, St. Louis, Tampa, Chicago, Houston and Portland, Ore. Jones New York In The Classroom sponsors *Back To School, Back To Style!* as a way to improve the quality of education in America and to inspire others to do the same. Research shows that teachers are the single most important factor in raising student achievement, but they face many challenges.

“Teachers play an enormous role in the lives of their students who often make personal sacrifices to provide the best possible learning environment. On average, teachers spend \$1,200 of their own money each year to outfit their classrooms for basic learning,” said Amy Rapawy, Jones New York Senior Vice President of Marketing. “Our mission is to support teachers, and *Back to School, Back to Style!* rewards teachers with something for themselves and for their classrooms.”

The *Back to School, Back to Style!* contest is one part of the larger Jones New York In The Classroom initiative. Other signature programs include Shop for Education Week at Macy’s, a limited edition cause t-shirt and the Jones New York teacher runway shows featuring local teachers.

Shop For Education Week at Macy’s will donate 10 percent of the selling price of apparel (up to \$300,000) from select Jones New York lines during October 17-24, 2009 to Jones New York In The Classroom to support teachers and children’s education. In early September, a limited edition cause t-shirt designed by illustrator Sujean Rim will go on sale for \$20 in select Macy’s, on

www.macys.com and at www.jny.com with all profits going to the program. To learn more about these programs visit [www.jnyintheclassroom.org](http://www.jnyintheclassroom.org).

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### **About Jones New York In The Classroom**

*Jones New York In The Classroom is a 501(c)(3) non-profit organization dedicated to improving the quality of education in America and inspiring others, both individuals and corporations, to do the same through support of teachers and vital teacher-based programs. For more information on Jones New York In The Classroom and the non-profit organizations it has benefited, please visit [www.jnyintheclassroom.org](http://www.jnyintheclassroom.org).*

### **About Jones Apparel Group, Inc.**

*Jones Apparel Group, Inc. ([www.jonesapparel.com](http://www.jonesapparel.com)) is a leading designer, marketer and wholesaler of branded apparel, footwear and accessories. The Company also markets directly to consumers through its chain of specialty retail and value-based stores. The Company's nationally recognized brands include Jones New York, Nine West, Anne Klein, Gloria Vanderbilt, Kasper, Bandolino, Easy Spirit, Evan-Picone, L.e.i., Energie, Enzo Angiolini, Joan & David, Mootsies Tootsies, Sam & Libby, Napier, Judith Jack, Albert Nipon and Le Suit. The Company also markets costume jewelry under the Givenchy brand licensed from Givenchy Corporation, footwear under the Dockers Women brand licensed from Levi Strauss & Co., and apparel under the Rachel Roy brand licensed from Rachel Roy IP Company, LLC. Each brand is differentiated by its own distinctive styling, pricing strategy, distribution channel and target consumer. The Company contracts for the manufacture of its products through a worldwide network of quality manufacturers. The Company has capitalized on its nationally known brand names by entering into various licenses for several of its trademarks, including Jones New York, Anne Klein New York, Nine West, Gloria Vanderbilt, L.e.i. and Evan-Picone, with select manufacturers of women's and men's products which the Company does not manufacture. For more than 30 years, the Company has built a reputation for excellence in product quality and value, and in operational execution.*

### **About Macy's**

*Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and [macys.com](http://macys.com) offer distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy's is known for such epic events as Macy's 4th of July Fireworks® and the Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Building on a 150-year tradition, Macy's helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers. For Macy's media materials, images and contacts, please visit our online pressroom at [www.macys.com/pressroom](http://www.macys.com/pressroom).*

### **About Adopt-A-Classroom**

*Adopt-A-Classroom increases opportunity for student success by empowering teachers with community partners and funds to purchase resources for the classroom. The program allows a donor, whether a business or an individual, to select a classroom and make a contribution for the teacher to purchase much needed resources for his or her students. The teacher uses a "credit" to shop online from a network of affiliate vendors that have partnered with Adopt-A-Classroom. The teacher has full discretion to purchase resources that meet student needs and increase opportunity for student and classroom success. Donors receive direct feedback from the teacher and students, as well as Impact Reports from Adopt-A-Classroom displaying exactly what the teacher purchased. As true collaborators in the education process, donors often develop on-going relationships with teachers and their students that can last for years.*