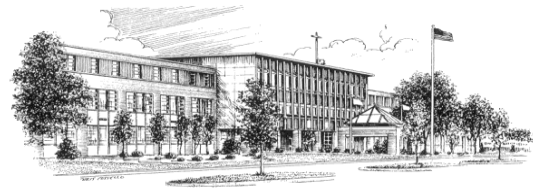


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Padua Franciscan High School

Press Release

Padua Marketing Campaign Captures National Gold Awards

PARMA, Ohio -- (February 28, 2012) -- The “*We’ll get you there!*” marketing campaign of Padua Franciscan High School in Parma has again been recognized for its creative excellence by a national panel of higher education marketing and advertising professionals.

This week, the editors of *Higher Education Marketing Report*, the leading national publication for educational marketing, announced that they had conferred upon Padua three Gold awards during its Twenty-seventh Annual Educational Advertising Awards competition. One thousand schools from all fifty states and several foreign countries submitted entries which were judged by a national panel of higher education marketers, advertising creative directors, marketing and advertising professionals, and the editorial board of the magazine.

Among Padua’s gold-winning entries were radio spots produced in cooperation with Cleveland’s WAKS (KISS FM 96.5), cable television ads, and a uniquely imprinted flash drive premium that was widely distributed to elementary school children. Only 201 out of 2,900 total entries received this designation -- and most were colleges and universities.

Padua also received a Silver award for the design of its new website PaduaFranciscan.com. Silver designations were awarded to 180 entries. The website, cable, and premium were created by 427 Design, LLP of Akron, Ohio. Padua has received more than 75 national and local awards for its marketing since 1991, including local and regional ADDY awards.

The *We’ll get you there!* marketing campaign reflects the school’s distinctive Franciscan philosophy of enabling students to succeed in college, career, and in life based on the development of individual talents and abilities. “It’s actually more than a statement of brand,” says Jerry Jindra, Padua’s Vice President for Institutional Advancement. “It’s a statement of value. Each year, four out of five of our seniors take with them at least one merit-based scholarship totaling more than 13 million dollars.”

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School background notes: Padua Franciscan is located at 6740 State Road in Parma, Ohio. Padua is the largest private, co-educational secondary school in northeast Ohio. Today, it is one of less than twenty high schools officially chartered by the State of Ohio as college-preparatory. In 2004 and 2006, Padua was named one of the nation’s top 50 Catholic secondary schools by the Acton Institute, and since 2007 has been recognized as one of the best schools in Ohio by the Gerber Report. Padua is accredited by the North Central Association Commission on Accreditation and School Improvement as well as the Ohio Catholic Schools Accrediting Association. An Ohio corporation, Padua was founded by the Franciscan Province of the Sacred Heart of Saint Louis, Missouri, and bases its educational philosophy on the life and spirituality of Saint Francis of Assisi. As a school in the Franciscan tradition, its mission is to develop the unique talents of each student, while giving them the skills they need to succeed in college and beyond.

For Immediate Release