



FOR IMMEDIATE RELEASE

**Demond Williams Named Athletic Supervisor for
Three Arizona Charter School Systems**

Former Michigan State football player will lead elementary/junior high school sports programs

Tucson, AZ (05/30/12) – Former Michigan State special teams football player Demond Williams has been dedicated to family, character and football his entire life. This year, he is sharing his inspiring and well-rounded experience with hundreds of elementary and junior high school students across Arizona, as Athletic Supervisor for La Paloma Academy in Tucson, Heritage Elementary School in Glendale and Williams, and Liberty Traditional Charter School in Phoenix and Douglas.



Demond Williams

Williams, who played football at the high school and college level, will assist each charter school's physical education teacher. He is introducing greatly anticipated football programs to each school, and will organize school athletic days open to the public.

More than 170 Heritage and La Paloma students tried out on May 11th for the new football leagues that Williams will oversee. The first tackle football game will take place on September 6 at La Paloma Academy's central campus, with LPA Central competing against LPA Lakeside. Outback Steakhouse and Kids First will be sponsoring the game.

"We're thrilled that Williams' athletic background will allow all three charter school systems to add tackle football teams to their sports offerings for the 2012-2013 school year," said Superintendent Raena Janes.

"The students have been eager to take part."

"At the same time, Mr. Williams' personal experiences make him a unique role model for the kids he teaches and coaches," added Janes. "He has overcome numerous challenges to reach his football and academic goals while continuing to honor his family commitments."

Despite losing both of his parents by the time he was in high school, Williams remained focused on his football and college goals, always aware of the role model he represented to his younger sisters. Williams went on to play cornerback for the Pima Community College football team in Tucson and later played on the special teams unit at Michigan State, a school that allowed him to reside near his sister.

La Paloma Academy, Heritage Elementary School and Liberty Traditional Charter Schools are character-based schools serving kindergarten through eighth-grade students. In addition to focusing on academics and community service, each school implements a values curriculum based on the *Character Counts!* program's Six Pillars of Character: trustworthiness, respect, responsibility, fairness, caring and citizenship.

The tuition-free schools also offer art, computer and P.E. classes, as well as extracurricular sports teams including Williams' new tackle football leagues. The football programs at the charter schools serve students ages 11-14 who try out and make the team.

To learn more about these schools, please visit their websites:

- La Paloma Academy in Tucson: www.lpatucson.org.
- Heritage Elementary School in Glendale: www.hesglendale.org
- Heritage Elementary School in Williams: www.heswilliams.org
- Liberty Traditional Charter School in Phoenix: www.ltsphoenix.org
- Liberty Traditional Charter School in Douglas: www.ltsdouglas.org

For interviews with Demond Williams or Superintendent Raena Janes, please call the contacts listed at the bottom of this release.

About La Paloma Academy

As the largest and fastest-growing charter school system in Southern Arizona, La Paloma Academy continually discovers new fun and innovative ways to make the educational experience at each of its campuses entertaining and challenging. In just three short years, La Paloma experienced unprecedented growth, expanding from one campus in Tucson with 350 students to two campuses with more than 1,400 students. Raena Janes, the founder and superintendent of La Paloma Academy, focuses her efforts on education with individualized instruction, incorporation of extra curricular activities and emphasis on the importance of family and community values. La Paloma Academy was awarded the State of Arizona's 2005 Excellence in Education Award. In addition, Ms. Janes was named as one of Tucson's 40 Under 40 in 2006, Phoenix's 40 Under 40 in 2011 and Tucson's Mentor of the Year in 2008. Visit the school's website at www.lpatucson.org.

About Heritage Elementary School

Heritage Elementary School, founded in 2002, is a tuition-free, character-based charter school with a campus in Glendale and another in Williams. Heritage serves more than 1,000 students in preschool through eighth grade. Raena Janes, an active advocate for Arizona education and charter schools, is the superintendent of Heritage Elementary School. Visit the school's website at www.hesglendale.org.

About Liberty Traditional Charter School

Liberty Traditional Charter School is a tuition-free, not-for-profit charter school providing an exceptional educational environment that focuses on academics, community involvement and family values. Liberty Traditional has two schools, one in Phoenix and one in Douglas. Raena Janes, an active advocate for Arizona education and charter schools, is the superintendent of Liberty Traditional Charter School. Visit the school's website at www.ltsphoenix.org.

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