



For Immediate Release

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PTO Today Responds to National PTA Lawsuit

Will Continue to Offer Resources to All Parent-Teacher Groups

WRENTHAM, MA (September 26, 2012) -- School Family Media was deeply disappointed to learn this morning (in a call from the news media) that the National PTA has filed a lawsuit against our company. We believe that the claims in the suit have no merit and plan on defending vigorously our rights to provide help to as many parent-teacher groups and parent-teacher group leaders as we can.

We have occasionally received complaints from the National PTA over a period of nearly 4 years, and – while we didn't agree with the claims – we nonetheless have made significant accommodations to help satisfy the National PTA. We have repeatedly offered to mediate or arbitrate these differences. Our most recent offer was made months ago, and we heard nothing in return.

We believe there are significant flaws in the logic of the PTA's claims. On the one hand, we are accused of trying to profit from the PTA's good name. And then we are accused of trying to denigrate the PTA's name. Neither claim is true, but – if they were – they'd be completely contrary to one another. The fact is that there is no organization in America that more frequently or clearly spells out the exact differences between PTAs and PTOs than our company.

The mission of our company is to help parent group leaders of every stripe (no matter the acronym) do their important work well, so that they can help make their local schools great places for their children to thrive. The vast majority of our resources and tools for local PTO and PTA groups are provided completely free of charge, and all of our resources are made available equally to all parent groups. We are very proud of all that we've done to help volunteer leaders and schools and children, and we will continue to focus on doing that work to the best of our abilities.

The National PTA's membership decline started decades before PTO Today even existed. When PTO Today launched in 1999, roughly 25% of school parent-teacher groups were formally-affiliated PTAs. And today that number is roughly the same. We are not the cause of the PTA's struggles.

We passionately believe in the importance of parent involvement in schools and the essential role in schools played by PTOs and PTAs. We believe that the more organizations focused on fostering that involvement and serving those parent-teacher groups the better. The National PTA seems to believe that it should be the only organization allowed to help parent-teacher groups. We respectfully disagree, will vigorously defend that position, and will continue to provide assistance to local PTOs and PTAs that want our help.

About School Family Media

School Family Media is a media and marketing firm focused on serving local school PTOs and PTAs and on facilitating parent involvement in schools. Founded in 1999, the company's *PTO Today* print magazine is distributed free of charge to virtually every K-8 school in the country seven times per year. Likewise, the company's ptotoday.com website and series of PTO Expo live events service tens of thousands of local PTO and PTA leaders each year. School Family Media is the parent company of PTO Today and also offers a host of additional parent-focused programs and properties, such as the SchoolFamily.com website, the School Family Nights series of parent involvement events and our *Jump In!* back-to-school magazine for school families.