

For Immediate Release:
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15104 Caught Being Good is Off and Running

TCV MH/MR, Inc.'s Department of Children and Family Services and the United Way are piloting a new and exciting program, Caught Being Good in the Braddock (15104 zip code area). TCV and the United Way held a Kick-Off celebration on Thursday, January 15th at Ben Fairless School with nearly 300 students in grades K-5. Caught Being Good is a community program that encourages positive behavior and academic progress by rewarding through incentive points. Such behaviors include perfect attendance, academic progress, reading and receiving good grades.

The children at Ben Fairless received gifts such as McDonald's Happy Meal certificates, t-shirts, Steelers and Pirate memorabilia. The children and teachers "caught" the excitement at the event. Some children proudly donned their "Caught Being Good" t-shirts.

On Thursday, January 21st, TCV and the United Way hosted a Smiley Face Cookie Celebration at Good Shepherd School. The Eat N' Park at Edgewood Towne Center generously donated 27 dozen Smiley Face cookies as their way of encouraging positive behavior. The cookies made 144 smiling children very happy indeed!

The teachers at both Ben Fairless and Good Shepherd schools are actively recording points reflecting positive behaviors of nearly a combined total of 500 children. A distribution of rewards to recognize the children's continued positive behavior was held on Friday, January 29 inside the Ben Fairless' Library and in the lunch room at Good Shepherd.

A volunteer group of area residents, parents, school personnel as well as TCV staff and Mr. Eric Ewell, Outreach Coordinator of The Untied Way make up the planning committee and implementation team for this new and exciting initiative.

For further information about Caught Being Good, please contact Lisa Freeman, from TCV at (412) 464-1522 ext. 570 or Eric Ewell, from the United Way at (412) 414-9808. For additional information regarding TCV MH/MR, Inc.'s Prevention programs, please call 412-464-1522 x500.



Mr. Elwell presenting awards



TCV MH/MR, Inc. Prevention staff