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Preliminary Press Release

Chicopee Education Association

Public Relations and Organizing Grant through the Massachusetts Teachers Assoc.

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Slogan / Headline:

Chicopee Teachers Union Creates Win-Win, Assisting Families While Shopping at Local Businesses

Representatives of the Chicopee Education Association, the local union for school teachers, classroom paraprofessionals and office staff members went on a recent shopping spree. It is our intention to support local businesses as well as the Chicopee Public School employee and student families, particularly during this Covid-19 pandemic.

Our organization realizes the stress placed on our local businesses due to the dynamics of Covid -19. As our community has restricted activities outside the home, reduced store occupancy and suffered job losses, we want to show Chicopee our support – knowing we are all in this together.

Our local union applied for, and received, a grant from the Massachusetts Teachers Association based on our proposal to spend our award for gift cards to buy food, groceries and other necessities at Chicopee area businesses. We then give these gift cards to our employee and student families hard hit during this pandemic. Student food insecurities increased during the months of students learning remotely from home, even as free breakfast, lunch and after school snack programs shifted models to allow for food pickups. Student families were also impacted when family members lost employment, suffered the virus or faced long periods of quarantine and recovery.

With this grant, the CEA seeks to give back to the many businesses who have been so helpful to our CEA members in the past, and provide some relief to the dire financial situations too many of our “school” families have suffered in the last year.

Employee and student families were nominated by school personnel to be recipients of these gift cards. Recipients and local businesses provided comments and personal quotes for our press release. We are using TV, newspapers and social media outlets to help highlight our commitment to area businesses and the employee and student families we serve!

We will be adding comments and quotes provided by businesses and recipients.....