

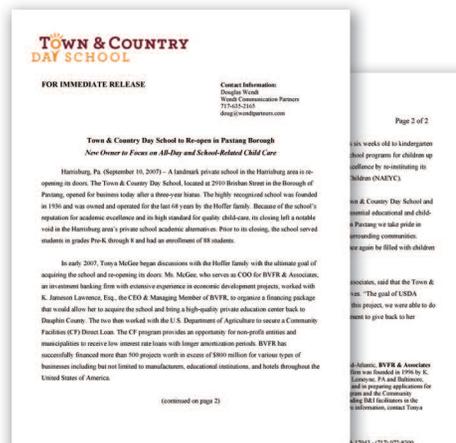
# TOWN & COUNTRY DAY SCHOOL

## Situation

There's nothing simple about managing the affairs of a modern school, and opening a new school is even more complex. But there is one way to make the task even more daunting: taking a school that has previously closed, and re-opening it. Tonya McGee took on that unique challenge when she and business partner K. Jameson Lawrence, Esq., purchased the previously shut-down Town & Country Day School with the goal of re-opening it in an underserved community. This vision was directly embodied in their mission of offering "Continued excellence... accessible to all."

## Strategy

Due to the high stakes involved in the effort, it was essential that the announcement and public re-opening establish the highest degree of credibility possible for this nonprofit community school. McGee asked Wendt Partners to assist in the effort and help ensure that Town & Country got off to a strong start.



advise

design

engage

deliver

“We found their work to be exemplary. I would highly recommend that any firm looking to create awareness and increase visibility engage Wendt Partners.”

■ **Tonya McGee**

President

Town & Country Day School

**Solution**

Wendt Partners worked with McGee and other team members to develop the message, create press communications, and define a compelling story about the school’s heritage, new direction, and role in meeting community needs. Carefully orchestrated invitations to public officials and business leaders, along with close cooperation with allied agencies, ensured solid turnout. And the careful groundwork laid by Wendt Partners resulted in universally positive, ‘on-message’ press coverage. “We found their work to be exemplary,” says McGee about the Wendt Partners team. “I would highly recommend that any firm looking to create awareness and increase visibility with their target marketplace engage Wendt Partners.”

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