

Letter from the President: Major Progress on 2013-14 Booster Initiatives

To All Booster Members:

Your Booster Club has really hit the new year running with many exciting projects already completed or underway. As many of you know, a major objective for the Boosters this year is to promote the Churchill “brand” within the neighboring community so that all residents, not just CHS students and family members, adopt CHS as their high school. Among the steps already taken toward that goal is our arrangement with the school to promote CHS athletic events on the electric sign at the Tuckerman/Gainsborough intersection. The idea is to fill the sign with content about events in which the community can participate and enjoy.

In addition, we have designated the October 25 home football game with Springbrook as “Community Night.” For that game, we will invite all middle and elementary school students in the Churchill Cluster to attend the game as our guests, free of charge. We will also have “give-aways” for the kids and special discounts on CHS apparel.

What’s more, we just completed the installation of a new sound system for the stadium, a project that was initiated last school year. The system delivers terrific sound and, when coupled with the technologically advanced scoreboard the Boosters installed last season, really enhances the game experience for all of our sports played in the stadium.

Plans for team fundraisers are also well underway, as are our plans for the Booster Club’s major fund raising event, formerly known as the “Gala.” We are considering moving this event up from the end of the school year to January or early February. Stay tuned for more details (and please contact me if you would like to help with the planning).

Finally, let me close by saying that none of our work could be done without the support of our members and the Board. The generous support of our members enables us to pursue projects that otherwise would remain ideas. We now have more than 200 families registered as Booster members, and our numbers continue to grow every day.

As September draws to a close, our exciting Fall sports schedule continues, and I urge everyone to come out and support our Churchill teams, both home and on the road. And thank you very, very much for your continuing support of the Booster Club. Please encourage your friends to join us.

Go Bulldogs!
Larry Tanenbaum
Booster Club President 2013-14