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**BLUE BELL HONORS "NO CHILD LEFT BEHIND-BLUE RIBBON SCHOOL"  
IN TALMO**

On Friday, October 19<sup>th</sup>, Blue Bell Creameries will honor Talmo's North Jackson Elementary School with an ice cream party to celebrate their designation as a No Child Left Behind-Blue Ribbon School for 2007 by the U.S. Department of Education.

At 1:30pm on Friday, October 19<sup>th</sup>, a Blue Bell Ice Cream truck will pull up outside North Jackson Elementary School at 1880 Old Gainesville Highway in Talmo, and a Blue Bell treat will be given to each of the 500 students, teachers and staff members.

In the revised No Child Left Behind-Blue Ribbon School program, elementary and secondary schools are honored based on one of two criteria. Either 40% of the school's disadvantaged children have shown dramatic improvement in performance, or the school's students, of whatever background, have performed in the top 10% on state tests.

The Chief State School Officer in each state nominates public school candidates for the award; the number of schools that can be nominated from each state depends on the number of students and schools in the state. Private schools are nominated according to the same criteria by the Council for American Private Education (CAPE). Ten schools have been designated No Child Left Behind-Blue Ribbon Schools in Georgia this year.

"At Blue Bell, we believe there is nothing more important than encouraging educational excellence," says Paul Kruse, CEO and president of Blue Bell Creameries in Brenham, Texas. "We are well aware that achieving this award required a tremendous effort from students, teachers, administrators and parents; we want to encourage and reward their efforts. This is Blue Bell's way of saying, 'We are very proud of you all!'"