



For immediate release  
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## MEDIA ADVISORY

# “I Believe I Become” Rolls Out Red Carpet

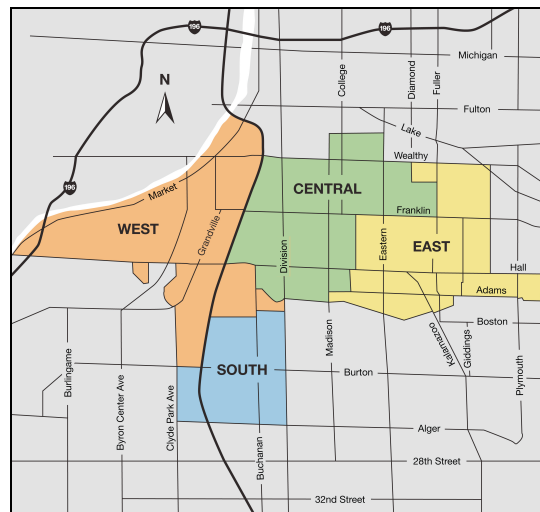
### Local Professionals Plan to Welcome Burton Students on First Day of School

GRAND RAPIDS—On Tuesday, September 6 at 7:10 a.m., students arriving at Burton Elementary and Middle Schools will be greeted by a red carpet, photographers and enthusiastic fans.

Burton Elementary & Middle School  
2133 Buchanan Ave SW  
Grand Rapids MI 49507

The enthusiastic fans will include local doctors, lawyers, accountants, pastors, educators, artists, musicians and more, all present to show their support for and express their belief in Grand Rapids students.

The host of the event: Grand Rapids Public Schools and backers of **Believe 2 Become**, a neighborhood initiative now in its second year. The initiative serves students in the four neighborhood zones highlighted on the map below. About 15,000 children live in the four zones.



Celebration! Cinemas is providing use of the red carpet, and LINC Community Revitalization helped invite professionals to come out and show their support for the students. **Believe 2 Become** invites everyone in the community to express their belief in Grand Rapids students by signing a pledge at [www.ibelievebecome.org](http://www.ibelievebecome.org). Names of supporters will be published in the coming months.

*Believe 2 Become* is a collaborative partnership of hundreds of organizations and individuals who believe in the unlimited potential of Grand Rapids students, and expect them to succeed. By creating real opportunities for students to become the people they aspire to be, Believe 2 Become aims to close the achievement gap in Grand Rapids by 2020.

[Believe 2 Become](#), a neighborhood initiative designed to help children succeed in school, work and life, is a collaborative effort of Grand Rapids Public Schools, Grand Rapids Student Advancement Foundation, W.K. Kellogg Foundation, and Doug & Maria DeVos Foundation.

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