



***For Immediate Release  
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## **Hillside Elementary School in Livingston, NJ, Receives Grant to Champion Creativity in Schools**

Hillside Elementary School is one of 20 elementary and middle schools from across the nation that has been selected by Crayola and the National Association of Elementary School Principals (NAESP) to receive a “Champion Creatively Alive Children” school grant. Crayola and NAESP together selected 20 schools to receive the grants, which will fund innovative programs aimed at building creative capacity school-wide.

The Champion Creatively Alive Children grants are intended to help schools nurture children’s creativity and inspire other schools to do the same. Hillside School will receive a \$2,500 monetary grant and \$1,000 worth of Crayola products. Principal Carlos Gramata will share outcomes from the school’s initiative via NAESP’s website and a special *Principal* magazine supplement to help other principals develop promising practices related to arts in education.

Hillside School plans on using art-integration to build growth mindset within its *Caring Communities* program. Teachers will create units that challenge students’ attitudes. Pre- and post-assessments will document changes in growth mindset and willingness to persevere and learn from mistakes. Students will explore how adopting artistic practices and studio habits fosters a growth mindset, which impacts all learning and aspects of life. “Our goal is to develop in students a greater sense of confidence and perseverance so that they can overcome challenges and achieve goals across curricula and in their lives”, explains Principal Gramata.

“Crayola believes that for students to reach their full potential and grow into self-motivated learners, their creativity and critical thinking skills must be nurtured. We believe children develop these 21<sup>st</sup> century skills when educators ignite their imaginations through art infused education,” said Smith Holland, Crayola president and chief executive officer.

The Champion Creatively Alive Children grant program asks principals to explore a “what if...” learning opportunity. For example, what if schools adopted the arts-infused teaching approach to help students deepen understanding? What if schools relied more on project-based authentic assessment rather than standardized tests? What if parents and schools found ways to document and articulate the value of creative experiences? The entries were judged on innovation, collaboration, and sustainability.

“Principals understand the value of using arts-infused education to ignite deep learning for all students,” said NAESP Executive Director L. Earl Franks. “We’re proud to work with Crayola and the Champion Creatively Alive Children grant program to provide schools with this unique opportunity for resources to enhance students' creativity and success, providing them the type of complete and well-rounded education that they deserve.”

To view the complete list of the 20 Champion Creatively Alive Children grant recipients, visit [www.naesp.org/creativity](http://www.naesp.org/creativity).

#### **About creatED by Crayola**

creatED by Crayola provides professional learning and resources to K-8 educators on leadership, multi-literacies and STEAM to prepare students with academic and life skills that hinge on creativity. By inspiring creative instruction through teacher leaders and project-based learning, creatED bolsters district-wide student engagement and improves learning outcomes. For more information, visit [www.crayola.com/education](http://www.crayola.com/education) and follow creatED by Crayola on [Facebook](#), [Twitter](#) and [LinkedIn](#).

#### **About the National Association of Elementary School Principals (NAESP):**

Established in 1921, the National Association of Elementary School Principals (NAESP) leads in the advocacy and support for elementary and middle school principals in the United States and internationally. NAESP supports principals as the primary catalysts for creating lasting foundations for learning through policy and professional development, advocacy, programs, and resources for effective instructional leadership. NAESP advances the profession on behalf of all principals, providing specialized support and mentoring for early career principals. Key focus areas including pre-K-3 education, school safety, technology and digital learning, and capacity-building educator evaluation. For more information about NAESP, please visit [www.naesp.org](http://www.naesp.org).

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