



## News Release

Contact information:

Jostens  
Jill Teut, 952-830-3275  
[jill.teut@jostens.com](mailto:jill.teut@jostens.com)

NASSP  
Bob Farrace, 703-674-5614  
[bob@marketingdesigngroup.com](mailto:bob@marketingdesigngroup.com)

### ***Jostens Partners with NASSP in Principal Recognition and Student Leadership Development***

**Minneapolis – March 3, 2015** – Jostens, the leading provider of publications, jewelry and consumer goods serving the K-12 and college market, and The National Association of Secondary School Principals (NASSP) today announced a wide-ranging partnership that will unfold throughout 2015, including support for principal recognition and student leadership development.

“At Jostens, we have a mission to enhance school climate and culture, and we recognize that Principals are the catalysts of that change. We are excited to partner with NASSP to recognize and celebrate Principal leadership and everything they do to create positive climate and culture in their schools and connections with their students,” said Murad Velani, chief operating officer, Jostens.

“At NASSP we understand the importance of recognizing the achievements of school leaders in improving school and student performance,” said G.A. Buie, president, NASSP. “Jostens has been recognizing and celebrating the best of the best for over 100 years, and we’re thrilled to partner with a company known for helping its customers celebrate achievements.”

One specific element of this year’s partnership includes Jostens’ support of NASSP’s Principal of the Year program. As the Storyteller of Champions™, Jostens will support the celebration of award-winning principals similar to how the company recognizes championship performance in sports, by creating customized rings and awards for recognized principals at the state and national level.

A second element includes the company’s support of NASSP’s student leadership efforts. Jostens will provide nationally renowned speakers and content from its [Renaissance Education](#) program to NASSP’s LEAD Conferences, which attract close to 1,000 young people at each of the three regional events. These conferences offer leadership skills development for students and advisers in the National Honor Society, the National Junior Honor Society, and the National Association of Student Councils.

#### **About Jostens**

Minneapolis-based Jostens provides products, programs and services that help its customers celebrate moments that matter. The company's products include publications, jewelry and consumer goods that serve the K-12 educational, college and professional sports segments. Jostens serves markets in North America, Europe, Asia and Africa. Jostens is a subsidiary of Visant Corporation, a marketing and publishing services enterprise servicing the school affinity,

direct marketing, fragrance and cosmetics and personal care sampling and packaging, and educational and trade publishing segments.

**About NASSP**

The National Association of Secondary School Principals (NASSP) is the leading organization of and voice for middle level and high school principals, assistant principals, and school leaders from across the United States and 35 countries around the world. The association connects and engages school leaders through advocacy, research, education, and student programs. NASSP advocates on behalf of all school leaders to ensure the success of each student and strengthens school leadership practices through the design and delivery of high quality professional learning experiences. Reflecting its long-standing commitment to student leadership development, NASSP administers the National Honor Society, National Junior Honor Society, National Elementary Honor Society, and National Association of Student Councils. For more information about NASSP, located in Reston, VA, visit [www.nassp.org](http://www.nassp.org).

###