



CASE STUDY: EDUCATION

EdVestors

CHALLENGE

Six years ago, EdVestors approached Slowey McManus to partner on promoting its work to drive change in public education in Boston, and to increase the visibility of its CEO, Laura Perille.

STRATEGY

Slowey McManus sought local and national media coverage for the various school improvement initiatives led by EdVestors and for the unique way the organization approached its philanthropic efforts. Our team also sought to create a thought platform for CEO Perille to lend her voice to various issues facing urban education.

OUTCOME

EdVestors has received steady, high quality attention in the media and has become one of the leading nonprofit education change organizations in Boston. Its CEO, Laura Perille, became a thought-leader in urban public education and was tapped by the Mayor of Boston to be the interim Superintendent of the Boston Public Schools.

Slowey McManus has vast experience in education policy and deep relationships with local and national media, and is constantly looking for new angles and media outlets for opportunities to promote the work we are doing to accelerate improvement in public schools in Boston.

Marinell Rousmaniere
PRESIDENT & CEO