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***Green Woods Charter School Starts 2013 with New Look  
With New Building Under Construction, Environmentally Focused School Unveils  
New Logo, Website***

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PHILADELPHIA, Jan. 7, 2013 — Following up on a landmark year that saw the addition of 200 pupils, 20 new staff members, and the groundbreaking for a new facility in Roxborough, Green Woods Charter School, Philadelphia's award-winning, environmentally focused K-8 public school, enters 2013 by unveiling a new look including a bold new logo and a dynamic, easy-to-navigate website.

The new branding campaign, created by Williamstown, N.J.-based advertising agency Adamus Media, pulls in earth tones and imagery that instantly evoke the charter school's mission of challenging pupils to look critically at environmental issues, learn by investigation, and take personal responsibility for finding solutions by asking the right questions. The new logo, for example, is an image of a sturdy evergreen tree, rooted within the school's GW initials, "a fitting symbol of our strength and determination," according to Green Woods CEO Jean Wallace.

The charter school's redesigned website, which remains at [www.greenwoodscharter.org](http://www.greenwoodscharter.org), features a palette that includes forest green, beige and tan, against a backdrop of a sun-drenched wintry landscape. With each season, the website's background image will change to highlight the connection to nature and the subjects of the students' study. The home page includes school-related news and announcements, drop-down navigation tabs and direct access buttons for students, parents, the community, and the press.

Green Woods Charter School's website will continue to allow an open admission process where families can complete lottery applications online. Presently, there are 700 applicants for the 2013-14 academic year. The deadline to apply is Jan. 31, 2013.

"Green Woods Charter School took great steps forward in 2012 toward finally realizing our vision of having our own school building and our very own outdoor learning lab for our students," said Wallace. "This new look commemorates our growth and celebrates the indomitable strength of the Green Woods community."

**About Green Woods Charter School**

Touted by Philadelphia Magazine as "one of the top ten schools in the city," Green

Woods Charter School provides children in grades K through 8 with many opportunities to be active young stewards of the natural world. "I've never seen a school anywhere where kids were so immersed at every single level in science," said U. S. Rep. Chaka Fattah (D-2nd District).

At Green Woods, the environment is used as a comprehensive focus and framework for learning in all areas: general and disciplinary knowledge, thinking and problem-solving skills, and basic life skills, such as cooperation and interpersonal communications. In using the Environment as an Integrating Context (EIC) for learning, Green Woods engages pupils, inspires teachers, improves test scores, and closes the achievement gap.

For more information, visit [www.greenwoodscharter.org](http://www.greenwoodscharter.org) or call the school at 215-482-6337.

### **About Adamus Media**

Adamus Media is a design and advertising firm with offices in Mount Pleasant, S.C. and Williamstown, N.J. The agency offers marketing and communications services from branding, print and web design, mobile and application development, to interactive media and online marketing. Adamus Media represents a wide variety of industries and firms including financial institutions, medical providers, information and technology firms, marine, hospitality and tourism companies, automotive and retail industry, higher education institutions, schools and nonprofit organizations.