

POLICY 231 ADVERTISING IN SCHOOLS BY COMMERCIAL ENTERPRISES

Purpose

The Board of Education (the “Board”) recognizes that schools may work with businesses. These partnerships can support student learning. All partnerships must reflect the values of the Chilliwack School District (the “District”).

Principles

1. Businesses will not sell or promote products at school.
2. Students and families must not feel pressure to purchase any products or services.
3. Corporate logos and slogans are not allowed on permanent signs in the District.
4. Logos may be used temporarily, in print or online, to recognize sponsorship.