



MEDIA CONTACTS:

For NYS PTA

Lorey A. Zaman, President

Kyle McCauley Belokopitsky, Esq., Executive Director

518-817-3017 (cell)

execdirector@nyspta.org (email)

For Smile Therapy

Tim Smith

creator@smile-therapy.com

NYS PTA Launches Partnership with Smile Therapy

August 3, 2020 (Albany) – In these uncertain times, NYS PTA is highly pleased to announce a new partnership with Smile Therapy. On June 3, 2020 the NYSPTA and Smile Therapy in Camillus, NY finalized our partnership.

Smile Therapy is a service that will deliver a positive, inspirational, and non-commercial message to your school community via email – where it will bring smiles and boost morale for every recipient ... Be it a student, teacher, administrator, staff member, or parent.

“It has never been more important than now to support children and families, and we look forward to Smile Therapy’s positive and inspiration messages,” offered Kyle Belokopitsky, NYS PTA Executive Director.

“Smile Therapy can help address morale challenges, daily stresses, mental wellness issues, rampant pessimism, and a lack of positive reinforcement. One Smile Therapy email at a time, we can move toward increased encouragement, optimism, and PMA (positive mental attitude) -- on a systematic, daily basis and as part of every school’s curriculum!” offered founder Tim Smith. “We’ve said for years-- what better thing to do than to start each morning with a positive message. Today, tomorrow, and every day.”

To introduce Smile Therapy, Smile Therapy is offering all NYSPTA members a free 30 day trial (3 messages a week) AND a discounted rate of \$1.50 for a yearly subscription after the trial period. To take advantage of this offer, visit our special NYSPTA sign-up page at <https://smiletherapy.com/nyspta>. Following the trial, the full Smile-Therapy service will be available to NYSPTA member schools at a discounted rate with each school on a case-by-case basis, noting that additional COSER financial aid may be available from BOCES.