



Watertown Public Schools

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May 9, 2017

Press Release

Accepting Mascot/Logo Proposals for Watertown High School

The Watertown Public School district has begun a process to identify and select a mascot/logo for Watertown High School. The high school has a nickname – the Raiders – and school colors – red, white and black – but it does not have an official mascot/logo. The nickname and school colors provide a common identity and connection to the traditions of the school, teams, and community. A mascot/logo adds to this by presenting a graphic image of that identity and connections.

The school district is now accepting proposals that identify and describe a mascot/logo for Watertown High School. The proposal shall include a written description of the mascot/logo and may also include, although it is not required, an image of the mascot/logo. The description shall also explain how the mascot/logo relates to the values and traditions of the High School and the community. A graphic designer will assist the Screening Committee with developing images for proposals. Proposals to change the Raiders nickname and school colors will not be considered. Proposals will be reviewed by a Screening Committee created for this purpose. Proposals chosen by the Screening Committee will be presented to the School Committee for a final selection.

Proposals can be sent electronically to Christie Fisher at christie.fisher@watertown.k12.ma.us or by mail to Superintendent's Office, ATTN: Christie Fisher, 30 Common Street, Watertown, MA 02472. Questions can be addressed to Kendra Foley, Chair of the Screening Committee at kendra.foley@watertown.k12.ma.us.

Proposals are due by 5:00 PM on June 5, 2017.