



Media Contact:
Vicky Schwoeffermann
vicky@hollamentors.org

FOR IMMEDIATE RELEASE

HOLLA Public Charter School Approved by Reynolds School District Board

PORTLAND, OR - November 29, 2021 – HOLLA Public Charter School was approved by the Reynolds School District Board of Directors on November 17, 2021. HOLLA recognizes the support from community members, partner organizations, and charter schools that have come before, and is incredibly thankful for these partners as we work together to serve and celebrate Black, Brown, and Indigenous kids.

HOLLA School is on track to open in the fall of 2022 in the Rockwood neighborhood for K-2 students, adding grades 3-5 over the subsequent several years. The school's culturally responsive curriculum and focus on mentorship will create a space where Black, Brown, and Indigenous students can find belonging, representation, and a joyful celebration of who they are as they are challenged to think deeply and learn abundantly.

HOLLA is partnering with the Reynolds School District in building an educational space where Black, Brown and Indigenous people are able to come together and build a unique school community. HOLLA School will work symbiotically with the Reynolds School District to advance and actualize our shared vision and values for our local community including goals we share with the district related to anti-racism and student achievement.

“The HOLLA School is a major way we will unapologetically advocate and celebrate our Black and Brown babies. It is a school that will allow youth to step into greatness. We all know the effects of gentrification, the pandemic, the glaring racial injustice and the worsening inequities that have exacerbated achievement and opportunity gaps, and our Black kids in our district and community have been hit the hardest. HOLLA is an utterance - a call and response cultural tradition that invokes invitation and participation. If HOLLA is the call, then the HOLLA School is the response.” -Eric Knox, Founder and Executive Director

The HOLLA School Mission <https://www.hollamentors.org/>

- To change the academic narrative of Black, Brown and Indigenous youth by honoring lived experiences, catalyzing genius and centering joy.
- To explore student identities, nurture their curiosity, ignite their criticality and orient them in the world.
- To systematize the use of a comprehensive anti-racist, culturally and historically responsive instructional framework that centers literacy and relationships through mentoring, entrepreneurship and acknowledging the contributions of our community.

About HOLLA

HOLLA is a mentorship movement that connects with families, administrators, teachers, and nonprofits to recognize the power and potential of Black and Brown youth. Founded in 2013, HOLLA engages relationally with students both in and out of school. We provide opportunities for representation, enrichment and exposure through athletics, arts, aviation, outdoors and college preparation. The HOLLA School is the next step in serving families of color in Portland.