



**For Immediate Release**  
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## **CharacterPlus Announces Mike Park as Executive Director**

**(June 10, 2019) St. Louis, MO...** CharacterPlus is proud to announce the appointment of Mike Park as its new Executive Director.

Mike Park joins CharacterPlus from Brand-P companies where he was the managing partner. Brand-P companies includes WeBeSchools, Character Moxie 501c(3) and Mostbestos. In addition to being a graduate of The Leadership Academy in Character Education (LACE) and an Affiliate Scholar to the Center for Character and Citizenship at the University of Missouri-St. Louis, Mike has unique insight and expertise related to school culture and climate community building efforts nationally.

Mike also served as an Army Intelligence Officer in Europe and an executive for multi-million dollar consumer retail companies. He is a graduate of The U.S. Army Intelligence Center and School, The University of Pennsylvania's Wharton School Executive Development Program and The University of Alabama. Mike's work has afforded him opportunities to share his experiences at K-12 schools and universities, including the United States Military Academy at West Point.

"I am humbled that the Friends of CharacterPlus Executive Board, Chair and the CharacterPlus team felt me worthy to help further the work of this wonderful legacy," said Mike Park. "I am both excited and honored to serve our character future, together."

As the largest and most successful community-wide character education initiative in the country, St. Louis-based CharacterPlus is committed to building strong school communities where learning is enhanced and students can thrive. When character education is integrated into curriculum and throughout the school, academic achievement and test scores increase and disciplinary incidents decrease. The work of CharacterPlus extends to parents and communities, and ultimately empowers the next generation of leaders inspiring them to be compassionate people of integrity.

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Since its founding in 1988, CharacterPlus has provided training and expertise to educators on how to transform their schools into caring communities where students are respected and learning is optimized. Led by the efforts of the late Sanford N. McDonnell, the organization (previously known as Personal Responsibility Education Process-PREP) began with seven school districts as members and has grown to serving 55 school districts, 500 schools, 3,000 teachers and 300,000 students.

School districts or individual schools can become members of CharacterPlus by paying an annual fee based on student population. The fee covers about a third of the costs of operating expenses, while the other costs are covered by corporate sponsors, foundation gifts, grants and individual donors. For more information, visit the CharacterPlus website at [www.characterplus.org](http://www.characterplus.org).

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