



I.S.229
We Have P.R.I.D.E.
Vernon Johnson, Principal
Yonette Youman, AP



Preparation *Respect* *Integrity* *Determination* *Excellence*

LETTER OF RECOMMENDATION

Dear Daniel,

I am writing this letter of recommendation on behalf of my entire school for the excellent promotional video your team has provided. The opportunity to collaborate with DLE was a high quality experience I would recommend for all schools. You guys were able to take my story and create a masterful animation for all stakeholders to view. Every detail of the video truly represents our school and the community we serve. We were looking for a way to help booster enrollment and we did that with the help of your company.

Once we shared the animation video we saw an increase in scholars that applied to our MS. We now have over **60% of applicants** that chose us as a first choice after showing the animation video. This is important because last year we only had half that number select us as a top option for MS. Your video helped appeal to an audience that we would have had a difficult time reaching if we did not work with your company.

I have shared your animation video with the Chancellor of NYC schools along with my Superintendent who marveled at the work you all created. You guys are the consummate professionals and I look forward to working with you again in the near future. I hope this letter of recommendation speaks to the great work you can provide to any school district.

Sincerely,

Principal Johnson

“We Have P.R.I.D.E.”