

1 VIRGINIA ACTS OF ASSEMBLY — CHAPTER

2 *An Act to amend the Code of Virginia by adding a section numbered 22.1-89.4, relating to commercial,*
3 *promotional and corporate partnerships and sponsorships relating to public schools.*

4 [H 2395]

5 Approved

6 Whereas, commercial activities have increased significantly in schools during the past decade; and
7 Whereas, most school officials and parents agree that corporate and business involvement in
8 education is desirable and that the contributions of business and industry have made many activities into
9 reality that would not otherwise have been possible; and

10 Whereas, some ethical questions have, however, arisen concerning apparel companies and others and
11 their influence on the lifestyles and choices of young people; and

12 Whereas, incidents in other states have made it clear that the time has come to clarify the rules on
13 such activities; and

14 Whereas, the Commonwealth wishes to nurture and encourage its business and industry community
15 to become involved in and to contribute to its public schools in appropriate and positive ways; and

16 Whereas, in order to protect the school divisions and students of Virginia from any unwanted
17 influences and to avoid the difficulties that have occurred in other states while stimulating desirable
18 business and industry involvement, Virginia school boards must develop policies on these issues
19 designed to meet their local needs, circumstances, and standards; now, therefore,

20 **Be it enacted by the General Assembly of Virginia:**

21 **1. That the Code of Virginia is amended by adding a section numbered 22.1-89.4 as follows:**

22 *§ 22.1-89.4. Certain policy required.*

23 *Each school board shall develop and implement, and may, from time to time, revise, a policy*
24 *relating to commercial, promotional, and corporate partnerships and sponsorships involving the public*
25 *schools within the division.*

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