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MEDIA ADVISORY

Wayside Schools adds marketing executive Matthew Childs to Board of Directors

Childs is co-founder of Austin-based marketing firm Noble Savages

AUSTIN, Texas – Wayside Schools, the only public school district offering the full continuum of International Baccalaureate programmes to all scholars in Central Texas, has announced the appointment of Matthew Childs as the newest member of its Board of Directors. Childs is the co-founder and Principal at Noble Savages Marketing, an Austin-based firm specializing in marketing strategies that nurture stakeholder relationships.

Childs' appointment was voted upon and approved at the Board of Directors' meeting on September 18. He will be the ninth member of the Board, which is comprised of local business leaders from a diverse background, including non-profit, education and legal.

Before co-founding Noble Savages Marketing, Childs served as Senior Vice President of Experience and Insights at GSD&M. Other executive leaderships roles have included healthcare provider Highmark, advertising agency Razorfish, and athletic giant Nike. In addition, Childs speaks frequently about digital marketing and is a two-time TED Conference speaker.

“We are very pleased to add Matthew to our board,” John Troy, Wayside Schools' Board President, said. “He is truly motivated by our mission at Wayside Schools, and believes that every child deserves a quality education, regardless of socioeconomic background or zip code. We are very fortunate to have his experience and guidance as we strive to provide quality education for Southeast Austin.”

Please contact Halley Cade, Wayside Schools Communications Coordinator, by email at hcade@waysideschools.org, or by phone at 512-220-9182, with any questions or for additional information.

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About Wayside Schools

Wayside Schools is an open-enrollment, tuition-free PreK3-12 public charter school network that provides over 2,200 scholars across its four Southeast Austin campuses with an International Baccalaureate (IB) education. The district is made up of three elementary schools and one secondary school. Its mission is to prepare scholars to be college ready, community engaged, global citizens through a rigorous, community-enriched education guided by the IB framework and personalized instruction.