



**PALMYRA BOARD OF EDUCATION**  
**PALMYRA, N.J. 08065**

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October 4, 2016

Dear Palmyra School Families,

On Monday evening, October 3, 2016, the Palmyra School District became aware of social media posts containing a picture depicting an image of a clown in the vicinity of our school busses parked near Palmyra High School. In light of the increased media attention on “creepy clown” sightings taking place in our nation, the Palmyra Police Department was immediately notified.

An active investigation was conducted by the Palmyra Police Department in cooperation with District personnel, and the determination was made that the picture on the social media post was not authentic. The Palmyra Police Department determined that no threat was made and that this was a harmless prank. Furthermore, the individual(s) responsible for this prank have taken responsibility for their actions and are cooperating with District personnel.

The Palmyra School District places student and community safety as our highest priority. Thank you to those members of the community who quickly reported to the authorities what they had seen on social media. As a community it is important that we remain vigilant, report concerns immediately, and continue to discuss with our children the importance of safe and responsible behavior when using social media.

Sincerely,

Brian J. McBride  
Superintendent of Schools