

Title: HEROES DON'T ALWAYS WEAR CAPES

Author: Stefania Shaffer
PRESSMAN BOOKS

PO Box 456, 809 Laurel St, San Carlos, CA 94070

DIRECT CONTACT: Stefania Shaffer 650.455.9030

E-mail: stefaniashaffer@gmail.com

Website: www.stefaniashaffer.com

*****FOR IMMEDIATE RELEASE*****

WHY DID TV AD EXEC GIVE UP SIX-FIGURE SALARY FOR JOB IN CLASSROOM?

Here's one you won't find on the SAT. Question: What do you call someone who would give up a glamorous job in television advertising with a six-figure salary to become a teacher? **Answer:** A Hero.

No, it's not a trick question, but you do have to wonder why anybody—let alone someone who was earning big bucks—would want to choose teaching as a profession at a time when schools are under microscopic scrutiny to improve test scores and kids are coming to class armed with pistols, knives and shotguns.

"I know people thought I was crazy to give up my career for the classroom," says Stefania Shaffer. "I simply tell them, 'I may not be rich, but I'm now enriched.'"

Stefania Shaffer had figured she would carve out an upwardly mobile path in corporate America after graduating from Brigham Young University with a degree in Communications. But after several reminders that life is short, she decided something was missing. "I wanted to make a difference in people's lives, to help them become the best they could be."

So, after working 12 years selling television advertising, she chucked it all to go back to school to become a public school teacher. She earned her Teaching Credential from San Francisco State University and Stefania now finds herself surrounded by seventh-graders rather than corporate sponsors.

"Every day, I can see the impact I'm having on the lives of these kids," says Stefania. "It's wonderful and humbling. It is a daunting responsibility to know that I am leaving an impression."

Ms. Shaffer is so enthusiastic about her newfound profession and the relationship between students and teachers that she decided to put it all down on paper. The result is a new book, *Heroes Don't Always Wear Capes*, which fondly recalls the

author's own experiences of influential teachers and brings to light the importance of having role models in our nation's schools. The fictional characters built into this story represent the thirteen styles of teachers you will meet in any classroom, in any school, in any city.

Not since the classics—*Up the Down Staircase*, *The Prime of Miss Jean Brodie*, *Goodbye, Mr. Chips*, *To Sir With Love* and *The Blackboard Jungle*—has there been such an engaging story targeting the importance of the student-teacher bond. To quote title character from *Miss Jean Brodie*: “Give me a girl at an impressionable age, and she is mine for life.” The focus has always been on the classroom from the point of view of the teacher. Finally, *Heroes* brings to light what the student in the back row sees.

“It has been two whole generations since teachers were celebrated in books and films,” says Stefania. “It made me wonder about our priorities in our homes and our country. Nothing is more important than education. I may not live off of big commission checks anymore, but the rewards of making a difference in my community and seeing my students achieve what they never thought possible are priceless.”

Heroes Don't Always Wear Capes is a must-read for students, teachers, and parents—in fact, anyone concerned about public education and helping students find heroes in their educators. After all, our teachers are the ones on the frontlines. They are the ones who come to the rescue of our kids, whether preparing them for jobs, teaching them new subjects, saving them from bullies, turning them on to new possibilities in their lives, or helping them navigate the often choppy waters of pop culture or the influences of the Internet.

“I am inspired by the heroes who taught me unforgettable lessons and I pay tribute to them with every teaching moment,” says Stefania. “School districts who have purchased this book for their teachers hope to remind them about the daunting position of being a role model. The message of the book is what kids learn from your classroom may not have anything to do at all with your lesson plans. It is the connection, or the dis-connection that students remember through their lifetime. From this story, teachers can take heart in knowing that for that one kid, you just might be the best part of his day.”

A writer for most of her adult life, with credits in writing courses from Stanford, Stefania is also the author of two plays, and a non-fiction narrative released in July 2013 on the daunting role of being the adult child coming home to care for an elderly parent until the very end. She currently resides in northern California.

(*Heroes Don't Always Wear Capes* by Stefania Shaffer; ISBN: 0-9772325-0-6; \$14.95; soft cover: 5.5 x 8.5; 160-pages, with Discussion Questions; PRESSMAN BOOKS; Available through [Amazon](#), [Kindle](#), [Nook](#) and author-direct at stefaniashaffer.com)