



Wess Jones, owner of 1st Choice Marine (Photo credit: First Liberty Institute. May be republished.)

HIGH SCHOOL REVERSES POSITION, AGREES TO ALLOW CLUB SPONSOR'S LOGO WITH "JESUS"

Six hours after First Liberty sends demand letter, Flower Mound High School agrees to use sponsor's original logo without censoring religious content

Flower Mound, Tex. – Today, Flower Mound High School (FMHS) reversed their position and agreed to use the business logo of 1st Choice Marine, a company that is owned by FMHS parent Wess Jones. The logo features the slogan “It’s not about us, it’s all about Jesus.”

“We are grateful to Flower Mound High School for taking swift action to correct this situation,” Jeremy Dys, Senior Counsel for First Liberty Institute, says. “They are a great example to school districts everywhere of how to work with parents and children to ensure that First Amendment freedoms are protected in school.”

“I am very pleased that the school district decided to do the right thing,” Wess Jones, the owner of 1st Choice Marine, says.

FMHS asked local businesses to sponsor the school’s bass fishing club and Jones had readily agreed, paying a sponsorship fee in exchange for his company’s logo being featured on the club’s website and jerseys for the next four years. However, a school official said that they could not use the business’s logo because of its slogan “It’s not about us, it’s all about Jesus.”

First Liberty sent a demand letter on the morning of October 19, asking FMHS to allow the logo. Six hours later, FMHS agreed to allow the logo with the slogan.

In a statement, FHMS says, “...the students in the club are free to make decisions regarding who may pay to sponsor their club and which logos are placed on their jerseys, website, and/or

other areas under their control. Flower Mound HS administration therefore cannot require prior approval for such sponsorships or logos. The District will not further interfere in which logos or sponsorships the FMHS Bass Club chooses to accept.”

Read more about the case at FirstLiberty.org/1stChoiceMarine

About First Liberty Institute

[First Liberty Institute](http://FirstLiberty.org) is the largest legal organization in the nation dedicated exclusively to defending religious freedom for all Americans.

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