



FOR RELEASE ON JANUARY 21, 2020

Contact:

Ann Conkle, Director of Communications and Events
310-396-4557
ann@smedfoundation.org

**Bird to Match Ed Foundation Donations,
Dollar-for-Dollar, up to \$50,000**

*The match will run from January 21-31, 2020,
coinciding with the end of the Ed Foundation's annual parent fundraising drive*

SANTA MONICA, Calif., January 17, 2020 – Bird, founder of the shared electric scooter movement that originated right here in Santa Monica, will match up to \$50,000 in donations to the Santa Monica Education Foundation. This marks Bird's second consecutive year of participation in the Ed Foundation's fundraising drive. The matching funds will be offered from January 21- 31, 2020, coinciding with the end of the Ed Foundation's annual parent giving campaign.

"Bird is proud to support the Santa Monica Education Foundation and its commitment to providing students access to a truly transformative education in our Santa Monica public schools," said Travis VanderZanden, founder and CEO, Bird. "We call Santa Monica home and we're honored to be a part of this vibrant community. With this matching program we hope to inspire others to join Bird in donating and investing in the city's future and education of our youth."

Money raised as part of this program will directly fund arts programs, classroom aides, STEM and student health and wellness programs in Santa Monica public schools.

Weekly elementary arts classes are one of the programs funded by donations to the Ed Foundation. In this program, each elementary student explores their creativity in comprehensive arts classes. Students paint, dance, draw, put on theatrical productions and learn about renowned artists. Arts education has been shown to help students express complex ideas accurately and clearly, solve problems, collaborate with others, and take initiative. In a state where only 39 percent of students are enrolled in arts education courses, elementary art programs distinguish Santa Monica schools as some of the few offering true, comprehensive arts education.

This match brings Bird's total commitment to local Santa Monica schools to \$111,500 over the last two years.

"Santa Monica's children depend on our community to ensure they have the best education possible," said Linda Greenberg, Executive Director of the Ed Foundation. "I am excited to finish this year's parent giving campaign with this generous match from Bird. I am grateful for their inspiring commitment to excellence in Santa Monica schools. It's wonderful to have them on the team of community members supporting education and I know their leadership will inspire many others."

Annual donations and Ed Foundation endowments are funding \$2.7 million in programs in Santa Monica schools this school year. Fundraising for 2020-2021 school-year programs will continue through June 30, 2020, with individual donations to the Foundation and events, as well as corporate and foundation giving.

For more information or to make a donation to support Santa Monica students, go to smedfoundation.org.

About the Santa Monica Education Foundation

Contributions to the Santa Monica Education Foundation fund excellent programs at every Santa Monica public school – from arts to STEM to wellness – that shape our future problem solvers, visionaries, and global citizens.

Established in 1982 by a dedicated group of parents, community leaders, and local business owners, the Ed Foundation raises funds to enhance and supplement the curriculum of the Santa Monica schools. The Foundation's mission is to engage the community to invest in a vibrant educational experience for all public school students in Santa Monica.

To learn more about the Ed Foundation, visit <http://smedfoundation.org>.

####