



FOR IMMEDIATE RELEASE

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**Santa Monica Education Foundation Launches
Annual Fundraising Campaign with \$50,000 Match from Bird**

*Funds raised from this match will support arts programs, STEM
and instructional assistants at all Santa Monica public schools*

Santa Monica, Calif., August 20, 2018 – The Santa Monica Education Foundation is starting the school year off with an exciting \$50,000 matching program sponsored by Bird, inventors of the shared electric scooter movement that originated right here in Santa Monica. As part of the program, Bird will match all donations to the Ed Foundation, dollar for dollar up to \$50,000, until September 4, 2018.

“What an incredible way to start the school year!,” said Linda Greenberg, Executive Director of the Ed Foundation. “With this match, Bird shows their commitment to excellence in public education and is helping make sure that all students thrive in arts, STEM and other vital programs. We are grateful for their philanthropic leadership and inspiring dedication to our Santa Monica students.”

Like all contributions to the Ed Foundation, donations made during the match will fund personnel, programs and professional development at Santa Monica public schools. Funding supports arts education, instructional assistants, STEM, student wellness programs and more.

“Santa Monica is Bird’s hometown, which means we care deeply for its well-being both now and into the future,” said Carl Hansen, Director of Government Affairs. “We are proud to offer this match so that the thousands of students impacted by the Ed Foundation can have access to critical education programs. Bird hopes this investment will encourage fellow community members to join us in ensuring all students in Santa Monica experience an enriching education.”

This commitment builds on Bird’s previous contribution to the program. Last fiscal year, Bird helped the Santa Monica Education Foundation round out its fundraising goal with a donation of \$11,500.

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>.

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