



## **FOR IMMEDIATE RELEASE**

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### **Santa Monica Education Foundation Celebrates Corporate Heroes and New Brand**

Santa Monica, Calif., August 6, 2018 – The Santa Monica Education Foundation (formerly the Santa Monica-Malibu Education Foundation) celebrated its successful Corporate Heroes program and the launch of its new name at a reception on Thursday, August 2. Representatives from 20 leading companies who supported the Ed Foundation during the 2017-2018 school year attended the event, generously hosted by MINI Santa Monica.

City officials attending the event included Mayor Ted Winterer; Mayor Pro Tempore Gleam Davis; Councilmembers Sue Himmelrich, Kevin McKeown, Pam O'Connor, and Tony Vazquez; and City Manager Rick Cole. SMMUSD Board of Education President Richard Tahvildaran-Jesswein also attended.

“Our Corporate Heroes are vital to the success of our Santa Monica public schools,” said Linda Greenberg, Executive Director of the Ed Foundation. “Our business community donors understand that strong schools are the basis for a vibrant local economy. We are so grateful for their ongoing support of essential programs and personnel in our schools.”

Last year, corporate donors contributed a total of \$346,496 to the Ed Foundation. Like all contributions to the Foundation, these donations fund personnel, programs and professional development at Santa Monica public schools. Funding supports arts education, instructional assistants, STEM, student wellness programs and more.

In June, the SMMUSD Board of Education changed the structure of fundraising in the school district and designated the Ed Foundation to raise funds for Santa Monica schools only (a Malibu-based nonprofit will raise funds for the same programs in Malibu schools). All donations to the Ed Foundation now solely benefit Santa Monica students, and the Foundation has changed name to the Santa Monica Education Foundation. With the name change comes new branding that celebrates how donations to the Ed Foundation help Santa Monica students soar. Josh Freeman and his team at FreeAssociates donated their services to build the Ed

Foundation's new brand.

At the event, SMMUSD Superintendent Dr. Ben Drati spoke about the importance of the key partnership between the school district, City of Santa Monica and the business community to keep local schools strong. Santa Monica High School Principal Dr. Antonio Shelton shared stories of music and science students who thrived in programs supported by donations to the Ed Foundation. When he spoke, Santa Monica Mayor Ted Winterer shared the City's dedication to strong public schools, even as state education funding has not kept pace with the needs of students. He thanked the Ed Foundation's Corporate Heroes for helping to make outstanding music, arts and other programs possible in Santa Monica's public schools.

Representatives from these businesses attended the event: Bird, Boston Properties, Downtown Santa Monica, Fairmont Miramar Hotel & Bungalows/MSD Capital, FreeAssociates, Harding Larmore Kutcher & Kozal, Kaiser Permanente, Kirra Consulting, Linwood Ventures & Lincoln Property Company, MINI of Santa Monica, OneWest Bank, Pacific Park, The Plaza at Santa Monica, Santa Monica Place/Macerich, Sir Speedy Santa Monica, Santa Monica Daily Press, Southern California Edison, SP+, and UCLA.

For more information, go to [smedfoundation.org](http://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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