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**Santa Monica Education Foundation Kicks off  
December Fundraising Campaign with \$25,000 Match from Veo**

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

**Santa Monica, Calif., November 30, 2022** – The Santa Monica Education Foundation is ending 2022 with an exciting \$25,000 match from new corporate partner Veo, a company new to Santa Monica that promotes micro-mobility as a true transportation system to reduce automotive use. Starting on December 1 and running through the entire month of December, Veo will match all donations to the Ed Foundation, dollar for dollar up to \$25,000.

“What a wonderful way to end this calendar year,” said John Baracy, President of the Ed Foundation’s Board of Directors. “We are truly honored to have Veo’s support and partner with a new business in Santa Monica. With this match, Veo shows their commitment to excellence in public education. 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 additional personnel, programs and professional development opportunities at Santa Monica public schools. Funding supports arts education, instructional assistants, STEM, student wellness programs and more.

“Veo is honored to partner with the Santa Monica Education Foundation to support a vibrant educational experience for all students in our community,” said Candice Xie, Veo co-founder and CEO. “Veo is proud to call Santa Monica home, and we hope others will join us in investing in student success and Santa Monica’s future through the Foundation’s match program.”

“School budgets alone do not provide the excellent education Santa Monica students deserve,” said Mikko D. Sperber, Executive Director of the Ed Foundation. “We need everyone’s help to raise as much as possible during December so that students can benefit from innovative programs that just aren’t covered otherwise. We are so grateful to Veo for this incredible contribution, and we hope their match inspires others to donate.”

For more information or to make a donation to support Santa Monica students, 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 [smedfoundation.org](http://smedfoundation.org).

### **About Veo**

Veo is on a mission to end car dependency by making clean transportation accessible to all. We have provided millions of shared bike and scooter rides in 50+ cities and universities across North America and counting.

Veo operates from a set of values that distinguish us in the industry. We are grounded in financial responsibility: Veo partnered with select cities to achieve profitability before scaling. Our in-house design and manufacturing process enables us to constantly innovate and provide cities with the next generation of shared electric bikes and scooters. We develop collaborative, long-term partnerships with cities and universities so we can work together toward a sustainable, safe, and equitable transportation future. Learn more at [www.veoride.com](http://www.veoride.com).

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