

SANTA MONICA Mirror

Santa Monica-Malibu Education Foundation Raises \$55K Thanks To Electric Bike

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MIRROR STAFF

In a unique community collaboration, the Santa Monica-Malibu

Education Foundation (SMMEF) partnered with Pedego Santa Monica and

TREATS Frozen Yogurt and Dessert Bar to encourage donations supporting

innovative programs in the Santa Monica-Malibu public schools.

For every \$50 donated to SMMEF between March 9 and April 14, each donor was entered in a drawing to

win a Pedego Electric Bike, valued at more than \$2,700 (including tax).

A total of 166 people were entered into the bike drawing during the time period; \$55,215 was raised for SMMEF.

The drawing was held Wednesday at 5:30 pm at TREATS in Santa Monica; the winner of the bike was Elle Triedman.

The pale blue Pedego Comfort Cruiser was donated by Barb and Steve Wittels, owners of Pedego Santa Monica.

"The Pedego and TREATS collaboration has been a tremendous way to encourage our community to donate to SMMEF," said SMMEF Executive Director Linda Greenberg. "All donations will directly impact children in the Santa Monica-Malibu public schools by funding additional staff,



Courtesy Photo

John Robertson and Amy Salko-Robertson, owners of TREATS; Barb Wittels, Pedego Santa Monica; and Linda Greenberg, executive director of SMMEF.

arts education, and a variety of innovative programs, including science and technology instruction. We are so thankful to Pedego, TREATS and all the donors for supporting our students!"

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