

**FOR IMMEDIATE RELEASE**

**Contact:**

Ann Conkle, Communications and Events Manager

310-396-4557

[ann.conkle@smmef.org](mailto:ann.conkle@smmef.org)

**\$658,805 Raised for Local Schools in Response to  
\$50,000 Match from Santa Monica Place and Kaiser Permanente**

*Donations made as part of the Ed Foundation's Pledge Days, a back-to-school giving drive that also included four \$2,500, one-day matches from CodeREV Kids, Santa Monica Music Center, Green Brooms Music Academy and That Tutor Guy*

**SANTA MONICA, Calif.**, September 13, 2017 – 1,195 donors contributed \$658,805 to the Santa Monica-Malibu Education Foundation as part of a back-to-school giving campaign spearheaded by a \$50,000 match from Santa Monica Place, owned by Macerich, and Kaiser Permanente. The funds raised will support arts programs, instructional assistants and stretch grants in Santa Monica-Malibu Unified School District (SMMUSD) schools next year. Many schools use the grants to fund additional arts, science and student health and wellness programs.

Donors contributed \$157,598 on the last day of the match alone, a new record for the most ever raised from community donations on a single day in the Ed Foundation's history.

"This was a truly wonderful way to start our 2017-2018 annual campaign," said Linda Greenberg, Executive Director of the Ed Foundation. "Thank you to Santa Monica Place and Kaiser Permanente for their inspiring leadership, to our Flash Match donors for their commitment to our students and to each donor for their dedication to excellent programs for all SMMUSD students."

The \$50,000 match concluded September 6 and ran in conjunction with Pledge Days, a back-to-school giving campaign. The campaign also included four one-day, \$2,500 "Flash Matches" from local businesses CodeREV Kids, Santa Monica Music Center, Green Brooms Music Academy and That Tutor Guy.

"We are thrilled with the response from our local parents and community members," said Julia B. Ladd, Assistant Vice President, Property Management at Santa Monica Place. "At Santa Monica Place, our goal is to contribute to a vibrant community and we are honored to fulfill that mission by helping to keep neighborhood schools strong."

Santa Monica Place and Kaiser Permanente each contributed \$25,000 to the matching funds.

"This experience has been incredible," said Yesenia Monsour, Director of Public Affairs & Brand Communications at Kaiser Permanente. "Our goal was to inspire others to join us in supporting vital

programs in schools that are not funded by the state or other sources. The response is a testament to our community's dedication to ensuring an excellent public education for all our local students.”

Ed Foundation donations are funding \$2.48 million in SMMUSD programs during the current school year. Fundraising for 2018-2019 school year programs will continue through June.

For more information or to donate, go to [smmef.org](http://smmef.org).

### **About the Santa Monica-Malibu Education Foundation**

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-Malibu Unified School District. The Foundation's mission is to engage the community to invest in a vibrant educational experience for all students in the Santa Monica and Malibu public schools.

All donations to the Santa Monica-Malibu Education Foundation change the lives of students in the Santa Monica-Malibu public schools. Contributions fund excellent programs – from art to STEM to wellness – that shape our future problem solvers, visionaries and global citizens. To learn more about SMMEF visit [www.smmef.org](http://www.smmef.org) or [www.facebook.com/smmef](http://www.facebook.com/smmef).

### **About Macerich**

Macerich, an S&P 500 company, is a fully integrated self-managed and self-administered real estate investment trust, which focuses on the acquisition, leasing, management, development and redevelopment of regional malls throughout the United States.

Macerich currently owns 54 million square feet of real estate consisting primarily of interests in 48 regional shopping centers. Macerich specializes in successful retail properties in many of the country's most attractive, densely populated markets with significant presence in the Pacific Rim, Arizona, Chicago and the Metro New York to Washington, DC corridor. Additional information about Macerich can be obtained from the Company's website at [www.macerich.com](http://www.macerich.com)

### **About Kaiser Permanente**

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America's leading health care providers and not-for-profit health plans. Founded in 1945, Kaiser Permanente has a mission to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve 11.8 million members in eight states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health. For more information, go to: [kp.org/share](http://kp.org/share).

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