

**FOR IMMEDIATE RELEASE**

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**SMMEF Announces Inspiring Gift of More Than \$110,000 from Dun & Bradstreet,  
\$90,000 to be a Matching Grant**

*Proceeds Will Benefit Children at all 16  
Santa Monica-Malibu Unified School District Schools*

**SANTA MONICA, Calif.**, November 24, 2015 – The Santa Monica-Malibu Education Foundation announced that it has received a gift of \$110,000 from Dun & Bradstreet. Between December 1 and December 31, Dun & Bradstreet will match every dollar donated to SMMEF, up to \$90,000. This gift brings Dun & Bradstreet's total direct donations to SMMEF to more than \$340,000 over the last three years.

In addition to the \$90,000 matching gift, more than \$20,000 will be used to continue Dun & Bradstreet's paid high school student internship and college scholarship program for Santa Monica-Malibu Unified School District students during the summer of 2016. In 2015, six high school students in the program, received paid internships and were given college scholarships.

"We are pleased to launch this matching grant for SMMEF and to continue our impactful internship program next summer," said Jeff Stibel, Vice Chairman of Dun & Bradstreet. "We hope that the matching gift will inspire other individuals and businesses across our community to join us in supporting our local public schools."

This marks the third year that Dun & Bradstreet has made the Santa Monica-Malibu Education Foundation a beneficiary of its EdAhead program, which was established to support education initiatives in the communities where Dun & Bradstreet offices are located. EdAhead is the nation's first education savings initiative with a multiple match. The company first matches employees' contributions to their 529 college education plans, up to a set amount each year, adding the match to each employee's account on an annual basis. Employee-matched contributions then activate a second match, with the aggregate per office match amount donated to the local public school districts where that office operates.

"We are so appreciative of Dun & Bradstreet's generous gift," said SMMEF Executive Director Linda Greenberg. "For the last three years, they have been a tremendous partner and champion for education in our community."

The \$90,000 match will launch on #GivingTuesday, the global day of giving back on December 1. Following Black Friday and Cyber Monday and coinciding with the start of the holiday shopping season, #GivingTuesday is an online movement encouraging people to donate to causes they support. SMMEF will host giving tables at several schools across the district on #Giving Tuesday, as well as encourage participation through social media.

Proceeds from the event and the match will fund programs for every school in the Santa Monica-Malibu Unified School District. SMMEF-funded staff and programs include arts education for the district's 4,900 elementary students, 87 instructional assistants, and enrichment grants for all 16 schools in the district. Many schools use these grants to provide science, technology, engineering and math (STEM) or visual and performing arts programs. Some schools also use these funds to hire additional health clerks, augment on-site counseling programs, or run other programs focused on student wellness.

Those who want to donate to SMMEF can visit [www.smmeff.org/donate](http://www.smmeff.org/donate).

#### **About SMMEF**

Established in 1982 by a dedicated group of parents, community leaders, and local business owners, SMMEF raises funds to enhance and supplement the curriculum of the Santa Monica-Malibu Unified School District. SMMEF'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. SMMEF raises funds through its annual campaign, endowment earnings and special events. To learn more about SMMEF visit [www.smmeff.org](http://www.smmeff.org), follow on Twitter: @smmeff or like us on Facebook: [www.facebook.com/smmeff](http://www.facebook.com/smmeff).

#### **About Dun & Bradstreet**

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit [DNB.com](http://DNB.com). Twitter: @DnBUS

#### **About EdAhead**

EdAhead is a Dun & Bradstreet initiative that provides the first education savings plan with a multiple match. Employee contributions activate a match by company dollars as well as a donation to local public schools. EdAhead is sparked by the power of personal action, gains momentum through the company's shared commitment and multiplies the benefit in communities close to our homes. For more information on the EdAhead plan or to find out how your company can offer an EdAhead program for your employees, visit [www.EdAhead.org](http://www.EdAhead.org).