



**FOR IMMEDIATE RELEASE**

Contact:

Linda Greenberg Gross, Executive Director  
Santa Monica-Malibu Education Foundation  
(310) 396-4557  
[smmef@smmusd.org](mailto:smmef@smmusd.org)

Edward Lin, Director of Major Gifts  
Santa Monica-Malibu Education Foundation  
(310) 396-4557  
[ed.lin@smmef.org](mailto:ed.lin@smmef.org)

**Santa Monica-Malibu Education Foundation Announces \$150,000  
Matching Gift Challenge by Dun & Bradstreet Credibility Corp.,  
part of a \$250,000 Cash and In-Kind Partnership Commitment**

*Gift by the Malibu-Headquartered Company is the  
Education Foundation's Largest Corporate Gift to Date*

---

SANTA MONICA (October 3, 2013) – The Santa Monica-Malibu Education Foundation announced it has secured a \$150,000 matching gift challenge grant from Dun & Bradstreet Credibility Corp., headquartered in Malibu, California, the leading provider of credit building and credibility solutions for businesses. For every donation made to the Education Foundation through December 20 of this year, D&B Credibility will make a dollar-for-dollar matching contribution, up to \$150,000. These funds are the result of the company's EdAhead™ initiative, and are part of its deep commitment to higher education and the path that leads to it.

D&B Credibility is making a cash and in-kind investment this year totaling \$250,000. This includes the \$150,000 matching gift, as well as the development of a high school summer internship program, in partnership with the Santa Monica-Malibu Unified School District, with scholarships, technology, staff and other expenses covered by D&B Credibility. This will be the first year of what is expected to be a long-term, multi-faceted partnership between the Santa Monica-Malibu Education Foundation and Dun & Bradstreet Credibility, which is also sponsoring the Santa Monica 5000 on October 6, a race that benefits athletics in Santa Monica-Malibu schools.

Through the EdAhead™ program, D&B Credibility matches to a certain limit employee contributions to the company's 529 plan, effectively doubling the amount the employee is putting into his or her college savings account, and then totals up the matched amounts for each office and donates the same amount to the school district in which the office is located. The commitment to the Santa Monica-Malibu Education Foundation will benefit all schools in the Santa Monica-Malibu Unified School District, which is the home district for the company's headquarters in Malibu, CA.

**-MORE-**

“This is a remarkable demonstration by Dun & Bradstreet Credibility Corp. of how corporations can support their local public schools, provide their employees a meaningful benefit and show genuine commitment to the community in which it operates,” said Linda Greenberg Gross, Executive Director of the Santa Monica-Malibu Education Foundation. “We hope more companies will join Dun & Bradstreet Credibility’s *EdAhead* initiative. We are pleased to partner with Dun & Bradstreet Credibility in fundraising for the District’s *Vision for Student Success* initiative, and expect that our base of supporters will grow as a result of this matching gift challenge. We are truly grateful to the company, its leadership and employees for their generosity.”

“We are so pleased to be making our first EdAhead donation through this major commitment, and to help the Santa Monica-Malibu Education Foundation raise even more money through a matching gift initiative. It is a program that is really paying it forward,” said Jeff Stibel, Chairman and CEO of Dun & Bradstreet Credibility Corp. “We are honored to support the efforts of the Santa Monica-Malibu Education Foundation.”

###

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

The mission of the Santa Monica-Malibu Education Foundation is to engage the community to invest in a vibrant educational experience for all students in Santa Monica and Malibu public schools. For over 30 years, the Education Foundation has raised money to support students in our public schools, a responsibility it now addresses through the Santa Monica-Malibu Unified School District’s *Vision for Student Success* campaign. For more information, please visit [www.smmeef.org](http://www.smmeef.org).

#### **About EdAhead**

EdAhead is 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. EdAhead is an initiative introduced by Dun & Bradstreet Credibility. Dun & Bradstreet Credibility’s EdAhead plan is being administered by Putnam 529 for America<sup>SM</sup>. 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).

#### **About Dun & Bradstreet Credibility Corp.**

Dun & Bradstreet Credibility Corp. is the leading provider of credit building and credibility solutions for businesses. The company helps businesses establish their credit with a D&B D-U-N-S® Number and provides the only business credit solution available to companies looking to build, monitor, and impact their business credit and credibility. The company’s headquarters are in Los Angeles, CA with offices throughout the United States. For more information on the company, please visit [www.DandB.com](http://www.DandB.com) or follow the company on Twitter via [@DandB](https://twitter.com/DandB).