

**FOR IMMEDIATE RELEASE**

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**SMMEF Announces \$100,000 Match for Inaugural Pledge Days Event**  
*Event will Benefit all Santa Monica-Malibu Unified School District Students*

**SANTA MONICA, Calif.**, September 23, 2015 – The Santa Monica-Malibu Education Foundation (SMMEF) is pleased to announce Pledge Days, an inaugural district-wide event to raise funds and awareness for SMMEF. As part of the event, an anonymous donor will match all donations to SMMEF, dollar for dollar, up to \$100,000.

Starting September 28, SMMEF and PTA representatives will be on each elementary campus in the district to thank donors and encourage others to support SMMEF-funded programs in Santa Monica and Malibu public schools. The full Pledge Days schedule is below.

“Pledge Days and the very generous \$100,000 match will encourage district families to give early in the school year,” said SMMEF Executive Director Linda Greenberg. “High rates of district family giving allow us to show potential corporate and community donors how invested our parent community is in ensuring excellent educational opportunities for all our students.”

Proceeds from the event and the match will fund programs for every student and school in the Santa Monica-Malibu Unified School District. SMMEF-funded staff and programs include elementary arts education, 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.

Thanks to a generous donation from Pacific Park, one donor from each SMMUSD elementary school will win a family pass for four to the park. All donors from July 1, 2015 to October 9, 2015 will be eligible.

SMMUSD schools will hold Pledge Days on the following dates:

- Juan Cabrillo Elementary School: September 28-30, during drop-off
- Edison Language Academy: September 30, during drop-off and pick-up
- Franklin Elementary School: September 30, during drop-off and pick-up
- Grant Elementary School: September 28-October 2, during drop-off
- McKinley Elementary School: Sept. 28, Sept. 30 & Oct. 2, during drop-off & pick-up
- John Muir Elementary School: September 28-October 2, during drop-off
- Pt. Dume Marine Science School: October 8, during drop-off and pick-up
- Roosevelt Elementary School: October 5-9, during drop-off
- Santa Monica Alternative School House: September 28-October 2, during drop-off
- Webster Elementary School: September 28 & October 2, during drop-off
- Will Rogers Learning Community: Sept. 28, Sept. 30 & Oct. 2, during drop-off & pick-up

**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.smmef.org](http://www.smmef.org), follow on Twitter: [@smmef](https://twitter.com/smmef) or like us on Facebook: [www.facebook.com/smmef](https://www.facebook.com/smmef).

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