

SANTA MONICA-MALIBU
Education Foundation

MEDIA ADVISORY:

Who: Santa Monica-Malibu Education Foundation

Where: TREATS Frozen Yogurt and Dessert Bar
1700 Ocean Park Blvd.
Santa Monica, CA 90405

When: Wednesday, April 15
5:30 pm

What: Pedego Electric Bike Drawing

In a unique community collaboration, the Santa Monica-Malibu Education Foundation (SMMEF) has 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 Santa Monica-Malibu Education Foundation between March 9 and April 14, each donor will be entered in a drawing to win a Pedego Electric Bike, valued at more than \$2,700 (including tax). Generously donated by Barb and Steve Wittels, owners of Pedego Santa Monica, the pale blue Pedego Comfort Cruiser is currently on display at TREATS in Santa Monica.

The drawing to pick the lucky winner will be held on Wednesday, April 15 at 5:30 p.m. at TREATS. Other prizes awarded at the drawing will include gift certificates for free electric bike rentals and frozen yogurt. Winners need not be present. The drawings will be conducted by Santa Monica-Malibu Unified School District Board of Education President Laurie Lieberman. The event will also feature a special performance by the cast of "Bye Bye Birdie" from John Adams Middle School.

"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, 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!"

Wittels is also pleased with the response so far. "We're thrilled to contribute to such an important organization in our community," she said. "And we're gratified knowing that people who love our schools are also excited about an opportunity to win one of our bikes."

About SMMEF

Established in 1982 by a dedicated group of parents, community leaders, and local business owners, SMMEF enhances and supplements 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. The organization works hand-in-hand with the District to allocate funds in ways that result in the greatest impact. To learn more about SMMEF visit www.smmeff.org, follow on Twitter: @smmeff or like us on Facebook: www.facebook.com/smmeff.

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