

Bradesco Foundation and e-Learning for Kids Announce Partnership e-Learning for Kids courses to be available to 300,000+ children in Brazil

June 26, 2009 (Ardmore, PA, USA and São Paulo, Brazil) e-Learning for Kids (EFK, www.e-learningforkids.org), a global non-profit foundation dedicated to providing free learning on the Internet (or via CD ROM) for children 5-12, today announced its partnership with the Bradesco Foundation (<http://www.fundacaobradesco.org.br>). The Bradesco Foundation is one of the largest foundations in Brazil with a focus on education for children in need.

The partnership between the Bradesco Foundation and e-Learning for Kids will:

- Provide all 40 Foundation Bradesco K12 schools and 110,000 students with access to EFK courseware
- Make EFK courseware available through the Bradesco Foundation 'Virtual School' which serves 150,000 students (<http://www.escolavirtual.org.br>)
- Introduce EFK courseware to teachers and children at the Bradesco Foundation School in Campinas. The courseware will be used on 600 Intel Classmate PC's which have been provided to the students. e-Learning for Kids Courseware is already used on different projects on Classmate PC's around the world.
- Make EFK courseware available through "Digital Inclusion Centers" throughout the country (120 centers by 2010)
- Include EFK in communication with the federal government
- Provide teacher education on EFK courseware
- Translate EFK courses into Portuguese as new courses become available
- Provide EFK with feedback on courseware.

According to Nivaldo T. Marcusso, CIO from the Bradesco Foundation, " a partnership with e-Learning for Kids supports the mission of the Bradesco Foundation to enhance the quality of education of children in Brazil by providing scalable and top quality learning programs and educational technology for underprivileged children and enhancing the learning experience in schools."

Nick van Dam Ph.D., founder and chairman of e-Learning for Kids and Global Director Learning, e-Learning Solutions and Technologies for Deloitte Touche Tohmatsu, is very pleased about the partnership with the Bradesco Foundation. "This is an invaluable opportunity to make our 200+ courses available to a potential of 300,000 children in Brazil."

e-Learning for Kids is also strongly supported by Deloitte Brazil which has made education and skill development a top priority of its Corporate Social Responsibility program. Deloitte supports EFK by translating courseware, distributing CD-ROMS and promoting e-Learning for Kids among schools, orphanages and NGO's in Brazil.

About e-Learning for Kids

e-Learning for Kids is a global non-profit organization that is dedicated to opening doors to education worldwide. Established in 2004, e-Learning for Kids is dedicated to fun and FREE learning on the Internet (or via CD ROM) for children aged 5-12 with over 200+ best-in-class courses in math, science, language arts, computers, English as a second language, health and life skills. The courseware is also available in Spanish, French, and Portuguese and other languages are in development. A volunteer staff consists of education and e-Learning experts and business professionals from around the world committed to making a difference. We are actively seeking funding, sponsors and courseware developers. Get involved! Contact: Vicki Cerda, vcerda@elearningforkids.org +1 888 399 3138. For more information, please visit www.e-learningforkids.org

About the Bradesco Foundation

Fundação Bradesco was organized in 1956 by Amador Aguiar, the founder of [Banco Bradesco](#), with the purpose of providing education and professionalization to children, teenagers and adults. Its first school opened in 1962. Nowadays there are 40 schools, in 26 States and in the Federal District, with 110.830 students in 2008. The physical schools have been extened with a "virtual school" which is available to students and former students, educators and employees of Fundação Bradesco, as well as to community people and unemployed that want to have a new specialization or requalification to work.

About Deloitte

Deloitte, the world leading consulting and audit organization, delivers world-class assurance, tax, business risk consulting, financial advisory, business consulting, outsourcing, human capital and actuarial consulting services. The Firm was founded in 1845 and operates in more through its 700 offices in over 140 countries with more than 165,000 people. In 2008, in Brazil, operating since 1911, is the largest professional services firm. Deloitte, with more than 3,500 professionals, has a dominant presence in the most important Brazilian markets with offices in São Paulo, Belo Horizonte, Brasília, Campinas, Curitiba, Fortaleza, Joinvilee Porto Alegre, Rio de Janeiro, Recife and Salvador.

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